

The NATIONAL UNDERWRITER

Life Insurance Edition

Kansas City LIFE & INSURANCE COMPANY

KANSAS CITY
MISSOURI

45th Annual Statement as of December 31, 1939

ASSETS

Cash in Banks.....	\$ 1,457,202.77
Bonds—	
Federal Government	30,100,229.03
State, County, Municipal and School.....	20,571,123.10
Railroad, Public Utility and Others.....	183,667.27
First Mortgage Real Estate Loans—	
On Farm Property.....	12,460,770.82
On City Property.....	8,113,333.54
FHA Loans on City Property.....	4,123,615.91
<i>(Insured and Guaranteed by U. S. Government)</i>	
Loans on Policies.....	20,021,812.83
<i>(Secured by Legal Reserve)</i>	
Collateral Loans	14,471.26
Accrued Interest on Investments.....	1,187,991.24
Contracts of Sale of Real Estate.....	899,565.25
Farm Properties Owned.....	6,312,364.82
City Properties Owned.....	3,328,084.40
Home Office Building.....	1,315,594.08
Net Premiums Deferred and in Course of Collection.....	2,752,662.82
<i>(Secured by Legal Reserve on Policies)</i>	
Total Net Admitted Assets.....	\$112,842,489.14

LIABILITIES

Legal Reserve	\$103,115,640.00
<i>(Present Value of Every Policy Obligation)</i>	
Claims Due and Unpaid.....	NONE
Incompleted Policy Claims.....	466,753.47
<i>(Claims incurred on which proofs have not been filed or completed)</i>	
Dividends Payable on Policies.....	1,036,991.50
Interest and Premiums Paid in Advance.....	710,539.19
Set Aside for Taxes Payable in 1940.....	255,000.00
Other Accrued Expenses.....	51,581.42
Surplus Unassigned	6,205,983.56
Paid-Up Capital	1,000,000.00
Total	\$112,842,489.14

Gains In 1939

Legal Reserve on Policies increased to.....	\$103,115,640.00
Admitted Assets increased to.....	112,842,489.14
Total Paid to Policyholders and Beneficiaries.....	8,738,657.98
Surplus Assets to Protect Policyholders increased to.....	7,205,983.56
Insurance in Force increased to the largest amount in the history of the Company.....	\$447,507,267.00

The Kansas City Life Insurance Company, mindful always of the integrity of its obligations, has year after year strengthened its financial structure to meet changes in the economic world.

We invite our policyholders, both existing and prospective, to examine carefully our 1939 statement and note its significant facts and figures.

The sound and conservative investment policy which has been pursued in the past will be continued. It is our constant guaranty of safety and security to all policyholders, for we are deeply conscious of our sacred stewardship.

W. E. BIXBY, President

FRIDAY, JANUARY 26, 1940

Why is the Age of your youngest child so *Important* in planning your Life Insurance?



THE NEED A man's youngest child, a little son or daughter, is, say, four years old. Looking ahead he realizes that the next fifteen or twenty years very likely will be the period of his greatest financial responsibility to his family, *if he lives*.



He knows, too, that in event of his early death his family should have enough income for all the home expenses *until his youngest child was grown*; considerably more than would be required later for his wife's support alone.

Whether he lives or not, he wants his wife to be entirely free to watch over the children, for he knows that the greatest gift he could leave them is their mother's time and care.

But when he thinks of his expenses and all the things he wants to do for his family he wonders, 'How can I afford all this insurance protection now when I need it most?'

THE POLICY Here is the way this problem has already been solved by thousands of fathers of moderate means. For

example, a young father takes a New York Life 'Family Income Policy' of \$10,000 (face amount) with a '20-year period.' If he dies at any time during the '20-year period,' the New York Life will pay an income of \$100 a month for the remainder of the 'period' . . . and then, at the end of the 'period,' will in addition pay \$10,000. To illustrate the maximum of guaranteed payments that might be made: If the father died immediately after the policy was issued, the income payments of \$100 a month would run for the full 20 years; so the total income payments of \$24,000 plus the \$10,000 payable at the end of the period would amount to \$34,000. If he outlives the '20-year period,' the sum payable in event of his death would be the face amount, \$10,000. Of course, if he lives to retirement age, as so many do, he can obtain, through his policy, a life income for his later years.

And the premium? You will probably be surprised to learn that during the '20-year period' the rate is not much higher than for Ordinary Life. After the 20th year it is exactly the same as the Ordinary Life rate. In short, the premium is very attractive in view of the amount and kind of pro-

tection offered. This policy, of course, is also issued for larger and smaller amounts than \$10,000, but \$2,000 is the minimum. Policies with ten, fifteen or twenty-year periods are available according to the age of the father.

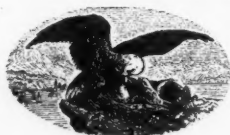
As you can see, this policy fills a real need . . . both as to plan and premium rate . . . for a great many fathers. Ask a New York Life representative to tell you about it . . . or write to the Home Office at the address below for our Family Income booklet.

THE COMPANY The New York Life aims to provide life insurance at the lowest cost consistent with the ample margins of safety which the Company feels it should always maintain. A policyholder's premium rate cannot be increased above that stated in the policy, but annual dividends, as declared, may be used to reduce the premium payments. Dividends are derived from earnings of the Company in excess of the amount deemed necessary to keep it in a sound financial condition. Policyholders get their insurance at cost. The Company pays dividends to policyholders only. The New York Life is, and has always been, a mutual company.

NEW YORK LIFE

INSURANCE

A Mutual Company



COMPANY

Founded April 12, 1845

THOMAS A. BUCKNER, *Chairman of the Board* 51 Madison Avenue, New York, N. Y. ALFRED L. AIKEN, *President*

SAFETY IS ALWAYS THE FIRST CONSIDERATION . . . NOTHING ELSE IS SO IMPORTANT

THE NATIONAL UNDERWRITER Life Insurance Edition. Published weekly by The National Underwriter Company. Office of publication, 175 W. Jackson Blvd., Chicago, Ill., U. S. A. Forty-fourth year. No. 4. Friday, January 26, 1940. \$3.00 per year, 15 cents per copy. Entered as second class matter, June 9, 1900, at the post office at Chicago, Ill., under act of March 3, 1879.

The NATIONAL UNDERWRITER

Forty-fourth Year—No. 4

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JAN. 26, 1940

\$3.00 Year, 15 Cents a Copy

Many Suggestions Made on Selection of Life Salesmen

Minnesota Mutual Holds Convention of Its Okla- homa and Texas Agents

The Texas and Oklahoma representatives of the Minnesota Mutual met at Mineral Wells, Texas. The convention was under the direction of H. J. Cummings, vice-president and superintendent of agencies, assisted by E. A. Roberts, vice-president and general counsel, and H. F. Becham, field manager. Russell Pearson, Fort Worth general agent, was chairman for the morning of Jan. 19. Mr. Roberts reviewed the types of investments of the company and spoke briefly of the trend of the interest rates as shown the last few years.

Salary Savings Insurance

The salary deduction plan was discussed by R. C. Cheatham, Wichita Falls general agent, Sam Weems, Dallas, and G. J. Crossland, Wichita Falls.

Mr. Cheatham was the chairman for the afternoon of January 19, when the general agents discussed plans for the year and the use of the aptitude tests.

Mr. Cummings spoke on the value of the test in eliminating the selection of men who could never hope to become successful agents. He emphasized the loss of time and money due to poor selection, and he referred to the fact that production is not due to the number of agents and general agents but to the ability and efficiency of the workers. For those general agents who are starting on the selection of agents, Mr. Cummings suggested the use of the telephone directory. This checking of the directory, he believes should be done with the assistance of local people, such as the minister, teacher, and doctor.

Study Agent Prospects

The men whose names have been selected, Mr. Cummings said, should be contacted without any mention of a possible agent's contract. Frequently, Mr. Cummings stated the men whose names are selected become buyers of life insurance. This plan of selection, Mr. Cummings pointed out permits the general agent to study his possible agent prospects without any embarrassment on the part of the general agent or the prospective agent and produces enough business to make the time spent in checking the directory profitable.

Lewellyn Rose, Austin, Tex., general agent acted as chairman, and the "Incommeter" presentation was demonstrated. First came the listing of the members of the family and the ages of each; then the amount of a clean up fund, the amount needed to provide a

(CONTINUED ON LAST PAGE)

Bank Life Deputy Resigns as of July 1

Paul Taylor to Enter Law Practice; His Duties Will Be Absorbed

NEW YORK—Paul R. Taylor, deputy New York insurance superintendent in charge of savings bank life insurance since July, 1938, has resigned effective July 1 to resume the practice of law. He will devote part of his time to the savings bank division as special counsel for at least another year. His present position will be abolished, details of administration being absorbed by the actuary and the medical director, while general supervision will be under one of the regular deputies.

From now on the expense of the division will be borne by the banks rather than by the insurance department. In announcing Mr. Taylor's resignation Superintendent Pink said the department felt itself fortunate to have Mr. Taylor's services, his qualifications making him an ideal man for the position but "now that savings bank life insurance has completed a successful year and the organization work has been done, Mr. Taylor feels that his active supervision is no longer necessary."

Appointed in 1938

Mr. Taylor was appointed head of the department's savings bank life insurance division July 1, 1938, legalization of savings bank insurance becoming effective Jan. 1, 1939. He is a firm believer in the writing of life insurance by savings banks and has done all he could to encourage the scheme's progress. At the same time he has endeavored to keep competition with regular life insurance on a fair basis, avoiding the vindictiveness that has marked the Massachusetts savings bank system's promotion of life insurance during the last few years.

Piper Pushes Surrender Charge Bill in New York

ALBANY—Chairman Piper of the New York legislature's insurance law revision committee is apparently determined to put through his bill drastically modifying permissible surrender charges but has shown the utmost cooperation in permitting the viewpoints of the various companies to be presented. Main feature of his bill is that it would require tapering of surrender charges so that the full reserve would be paid after the tenth year. His premise is that after a certain duration a policy has repaid the expense of putting it on the books and no further charge should be made if the insured wants to withdraw.

Superintendent Pink of New York has indicated that he will appoint a committee made up of department members and representatives of the actuarial organizations to study the surrender charge questions. However, there have been intimations that he would call off this study because the Piper committee is so committed to pushing its surrender-charge bill that further study would be superfluous. There seems little doubt that Mr. Piper can get his bill passed if he wants to.

Omaha Urges U. S. Chamber to Act

Insists Steps Be Taken to Stop S.E.C. Investigation of Insurance

OMAHA—The directors of the Omaha chamber of commerce have asked the United States Chamber of Commerce to launch a nationwide movement to stop the insurance investigating activities of the Securities Exchange Commission.

The directors adopted a resolution condemning the investigation, charging that it has drifted far away from its expressed purpose and is attempting to lay a foundation for governmental regulation and control of insurance.

Not in Public Interest

The directors asked the national organization to use its influence to "combat the tactics employed by these investigators" and "encourage member chambers to use every available opportunity to impress upon their respective congressmen and senators that the purpose and scope of the investigation is not in the interest of public welfare."

A governmental insurance system would be unfair, would bring about exorbitant taxes and would be "an encroachment upon the success of free American enterprise," the resolution charged.

The resolution charged that the investigators have been building up a record to "discredit the life insurance institution." It said the investigators have not given complete facts on the insurance business but pointed out "occasional errors inherent in any system."

Penn Mutual Meeting

Agents of the Penn Mutual Life participated in a regional convention at Palm Springs, Cal., coming from the agencies at San Francisco, Oakland, Sacramento, San Diego and Los Angeles, and Phoenix, Ariz.

The occasion was the visit of A. E. Patterson, agency vice-president and his assistant, Louis Oswald.

Diggs Is Virginia Legislative Aid

RICHMOND, VA.—Gaius W. Diggs, Richmond general agent of the Penn Mutual, has qualified to represent the National Association of Life Underwriters at the present session of the Virginia general assembly. Lobbyists are now required to qualify, stating the amount of compensation they receive. Mr. Diggs receives no compensation.

N. H. Department Moves

CONCORD, N. H. — The New Hampshire insurance department is now occupying its quarters in the new state house annex just south of the state house itself. Commissioner Arthur J. Rouillard is pleased with the new location which gives the department more space, better light and sound-proof ceilings. The department is on the first floor of the northeast part of the new building.

SEC Had G-Men Probe 'Intimidation' of TNEC Witnesses

Grilled Metropolitan Agents on Dismissal of "Vote Forgers"

WASHINGTON—The Securities & Exchange Commission refused to comment on a lengthy front page story in the New York "Herald Tribune" to the effect that the SEC had called in the Federal Bureau of Investigation to question Metropolitan Life agents in Philadelphia on the signing of policyholders' names to ballots in company elections for directors. However, the Metropolitan home office verified statements that F.B.I. men had interviewed Metropolitan agents in Philadelphia and Newark last fall following an SEC investigator's threat to use every agency of the federal government if denied access to certain files.

Subject at TNEC Hearing

At the first of the Temporary National Economic Committee's hearings on insurance, held last February, the SEC put on the stand 13 Metropolitan agents who testified that it was a common practice in their offices to sign policyholders' names to ballots when the policyholders themselves were unwilling to do so. This caused quite a sensation, although it was obvious that since the opportunity for nominating an opposition ticket had passed long before the election the signing of the names could have no material effect on the outcome. The Metropolitan dismissed the 13 agents who testified, not because of the fact that they testified but because of their admitted betrayal of the policyholders' trust. As the first witness was testifying, President L. A. Lincoln interrupted to deny, with evident emotion, that neither he nor any other responsible officer of the company had ever heard of such a practice.

Witnesses C.I.O. Members

All those who testified were C.I.O. union members and all seemed to get considerable satisfaction from putting the Metropolitan in a bad light. Most of them obviously had grievances against their managers or assistant managers and seemed to view their appearance on the stand as a chance to get even.

According to the "Herald Tribune's" story the F.B.I. has been attempting to substantiate charges of "intimidation of government witnesses," union activities, sales methods, and procedure with regard to balloting in elections of directors. Apparently the F.B.I. men attempted to obtain admissions from various agents that Metropolitan managers in the Philadelphia area had spread the word around that the 13 wit-

(CONTINUED ON PAGE 13)

Annual Financial Exhibits of Life Companies for 1939

PHOENIX MUTUAL LIFE

The annual statement of the Phoenix Mutual Life reveals substantial progress in growth and financial strength. During the year the company passed the quarter-billion mark in assets and reached a total of \$253,357,000. The past 10 years assets have increased 82 percent.

New insurance paid for of \$49,701,000 was \$1,130,000 greater than for 1938. Total insurance in force increased \$15,792,000 to a new high mark of \$674,361,000. Except for 1932 and 1933, the insurance in force has increased each year the past decade and is now \$90,307,000 more than ten years ago.

Gross premium income, including single premiums, was the best on record with the exception of one year, during which an unusual volume of single premiums was received. Gross premium income, excluding single premiums, was the largest in its experience and has shown a steady growth each year from \$19,365,000 in 1933 to \$24,572,000 in 1939.

Underwriting Results

Underwriting results for the year were very satisfactory, with a ratio of 47.1 percent to expected mortality. The benefit in event of permanent and total disability made a small gain for the year. The annuity experience was not as favorable as in 1939, but the net gain from all insurance operations after providing for the usual schedule of dividends to policyholders amounted to \$1,440,000.

An important factor in the steady growth of the company in recent years has been the very low rate of voluntary terminations, including as voluntary terminations all policies which went off the books by lapse or surrender or were decreased in amount or ceased through the expiration of term insurance. The ratio of such terminations to insurance in force has been very favorable in recent years as these figures indicate: 1936, 4.7; 1937, 4.2; 1938, 4.7; 1939, 4.3.

Assets Analyzed

Assets reveal an increase of \$12,500,000 in mortgage loans on real estate and \$4,200,000 in bonds. Investments in United States railroad securities amount to less than 7 percent of the assets. The financial statement also reveals a decrease in stocks of approximately \$1,000,000. The process of disposing of real estate continued on an orderly basis and during the year properties with a book value of \$2,668,000 were sold, and there was a net decrease in the amount of real estate owned of \$1,988,000.

The report states that after making adjustments of bonds and real estate to a more conservative basis and after setting aside additional reserves, the surplus was increased by \$507,000.

MASSACHUSETTS MUTUAL LIFE

The Massachusetts Mutual Life paid \$30,736,733 to living policyholders in dividends, matured endowments, surren-

der values, and disability and annuity payments; \$17,300,253 to beneficiaries under current death claims, and \$12,520,843 from funds left with the company in 1939.

Total receipts were \$119,939,187, with disbursements of \$80,904,843. The balance of \$39,034,343 was added to policyholders' funds for the further guarantee of claim payments. Assets increased \$40,893,530, to a total of \$688,640,431. There were 32,771 policies for \$139,621,852 sold in 1939. There are now 512,937 policies in force for \$1,963,572,243. There are 11,285 immediate annuities under which \$3,611,037 is now being paid annually, and 27,329 deferred payment for \$14,780,000.

Mortality experience improved in 1939, only \$950 of every \$100,000 of insurance in force became payable by death compared to \$998 for each \$100,000 in 1938.

Interest rate earned was 4.6 percent, or 3.54 percent net after deducting investment expenses. The corresponding rates in 1938 were 4.78 and 3.68 percent.

The reissuing of bonds at lower interest rates has created a difficult investment problem, President B. J. Perry pointed out. "In 1939 no less than \$28,770,000 of the bonds included in our investments were called for re-issue. Such replacement of corporation bonds has been a material factor in reducing the rate of interest earned."

Premium income totaled \$67,894,508. Of the \$688,640,431 in assets, real estate loans totaled \$105,191,406; policy loans \$75,515,917; bonds and stocks \$412,492,705, of which \$58,500,000 are U. S. and Canadian government bonds and \$58,000,000 state and municipal bonds. Policyholders' reserves are \$522,158,319 and policyholders' funds subject to withdrawal \$125,744,859.

PROVIDENT MUTUAL LIFE

Assets of Provident Mutual Life in the new annual statement are \$363,713,000, an increase of \$17,295,000. New paid life insurance amounted to \$66,765,000 or 90.9 percent of the total for the previous year. Insurance in force is \$980,044,000, increase \$9,143,000. Payments to policyholders amounted to \$27,706,000, increase \$790,000. Contingency reserves amount to \$19,874,000, an increase of about \$450,000.

President M. A. Linton, in transmitting the annual statement, gives a message, including a statement on the value of state supervision of insurance.

Despite the most severe and prolonged depression in the history of this country only 2.1 percent of the life insurance assets held at the beginning of the year 1939 were in companies which during the following seven depression years suffered an impairment of reserves calling for the appointment of receivers, Mr. Linton points out. As a general practice these companies were taken over and operated by established life insurance organizations and in a substantial number of these reorganizations death

claims continued to be paid in full. This is an excellent and impressive record, Mr. Linton observes.

CONTINENTAL ASSURANCE

The Continental Assurance of Chicago has issued its annual statement, the assets being \$33,650,142, the cash item being \$1,342,899, federal securities \$5,237,007, other public bonds \$763,424, railroad bonds \$2,414,043, public utilities \$7,051,868, miscellaneous \$2,224,018, preferred and guaranteed stocks \$1,074,350, mortgages \$6,173,796, policy loans \$4,373,899, real estate \$1,463,131. Its general contingency reserve is \$280,000, capital \$1,000,000, net surplus \$2,642,443, insurance in force \$252,671,711, increase \$20,699,213.

Gain and Loss Exhibit

The following summary of the gain and loss exhibit is found in the official statement.

Operating profit	\$ 467,511
Dividends paid to stockholders (\$2 per share)	200,000
Net gain from operations less dividends paid to stockholders	\$ 267,511
Net decrease in valuation of real estate	203,951
Net increase in market value of bonds not eligible for amortization and all stocks	48,181
Net decrease in valuation of investments	155,769
Net profit from sale of investments	28,601
Net charges from sale of investments and decrease in valuation of investments	127,168
Transferred to contingency reserve	5,000
Net charges to surplus from adjustments as above	132,168
Net addition to surplus	135,343
Surplus Dec. 31, 1938	2,507,100
Surplus Dec. 31, 1939	\$2,642,443
The assets increased \$3,211,000 and surplus \$135,343 after paying dividends of \$200,000.	

CONNECTICUT GENERAL LIFE

Connecticut General Life in its new annual statement reports assets \$265,319,403, an increase of \$18,720,791. Surplus amounts to \$8,180,687, an increase of \$1,153,109 and contingency reserve is \$2,000,000, a gain of \$200,000.

Insurance in force amounts to \$1,155,417,469, a gain of about \$8,000,000. Group insurance in force amounted to \$335,546,893, a decline of about \$4,000,000.

New paid life insurance was \$139,923,621, a decrease of about \$24,000,000.

Premium income was \$6,767,284. That was a decrease of about \$3,000,000 that is attributable largely to a decline of \$3,186,978 in new single premium business. The decline in first annual premiums was only \$16,808.

Total income was \$54,757,358, a gain of better than \$100,000 and total disbursements were \$36,668,323, an increase of about \$1,700,000.

Premium income in the life department was \$35,049,617, against \$36,780,877 in the previous year. The accident department income was \$2,901,200 against \$2,503,844.

Investment income was \$11,321,495, a

Ordinary Sales for 1939 About Equal to Previous Year's

Ordinary life sales in 1939 totaled \$6,425,633,000, 1 percent less than in 1938, according to the Sales Research Bureau. December sales showed a sharp decline, as was anticipated because of the unusually large volume of business written in 1938 as a result of policy changes. The December decrease was 38 percent with a total volume of \$567,212,000. Fifteen percent of the companies reported gains in December. Detailed figures showing 1939 total and December ordinary sales follow:

	December, 1939	Year to Date	1939	1938
Volume	1939	Volume	1939	1938
\$1,000	1938	\$1,000	1938	1938
State	%	%	%	%
Ala.	6,289	82	58,559	103
Ariz.	1,662	83	18,109	98
Ark.	2,975	66	38,024	97
Cal.	35,576	63	398,425	96
Col.	5,788	72	59,602	94
Conn.	9,752	69	115,753	111
Del.	2,394	77	20,128	116
D. C.	5,245	57	61,435	98
Fla.	6,805	72	76,067	104
Ga.	8,052	67	84,632	94
Ida.	1,788	75	17,980	94
Ill.	45,728	66	517,858	99
Ind.	13,443	67	151,025	102
Ia.	12,654	65	127,053	99
Kans.	6,804	58	77,224	94
Ky.	5,185	55	67,951	91
La.	5,293	68	65,164	102
Maine	2,628	65	32,024	106
Me.	8,291	65	92,511	99
Mass.	19,733	59	263,168	108
Mich.	23,002	68	263,229	113
Minn.	12,718	65	142,149	94
Miss.	4,312	92	38,209	98
Mo.	17,525	61	207,452	100
Mont.	2,033	82	22,693	107
Neb.	5,687	60	65,389	99
Nev.	1,125	139	6,230	99
N. H.	2,037	54	25,890	96
N. J.	23,155	56	272,372	98
N. Mex.	1,548	80	13,223	93
N. Y.	82,482	47	949,552	90
N. C.	8,257	73	92,657	98
N. D.	1,866	96	17,423	96
Ohio	32,817	66	389,721	106
Okl.	8,421	64	96,703	93
Ore.	5,107	65	55,099	98
P. I.	43,221	65	522,994	100
R. I.	3,770	76	45,761	117
S. C.	4,138	89	41,013	101
S. D.	1,789	68	18,485	101
Tenn.	8,437	72	89,069	104
Tex.	29,307	82	302,682	98
Utah	2,269	66	27,001	100
Vt.	1,458	66	15,654	98
Va.	7,835	68	85,146	97
W. Va.	5,142	75	88,392	106
Wis.	5,655	91	52,339	100
Wyo.	11,850	69	126,497	97
	1,134	76	12,887	96

City Data—Monthly and year-to-date comparisons with 1938 for eight cities are as follows: Boston, 51%, 100%; Chicago, 69%, 100%; Cleveland, 75%, 107%; Detroit, 68%, 119%; Los Angeles, 54%, 96%; New York, 51%, 90%; Philadelphia, 73%, 103%; St. Louis, 53%, 99%.

gain amounting to about \$800,000 and the net interest rate increased from 3.47 percent to 3.61 percent.

Payments to policyholders and beneficiaries amounted to \$23,205,009, compared with \$22,429,653 the previous year. Total payments since organization amount to \$330,205,790. Death claims amounted to \$11,260,896, matured endowments \$1,882,132, disability \$1,193,472, double indemnity \$139,000, annuities \$2,261,087, surrenders \$4,196,007, policy dividends \$1,085,572.

The bond investment increased to \$142,160,069, a gain of about \$15,000,000. The principal increase was in utilities which now amount to \$61,179,051. There was a gain of about \$2,000,000 in municipal bonds which now amount to \$9,636,476.

The stock portfolio was carried at \$7,391,527 against \$6,712,096. The preferred and guaranteed stock amounts to \$2,398,248.

The policy loans decreased to \$22,450,831, as compared with \$23,612,083. Cash was reduced about \$4,300,000, standing at \$5,388,387.

Policy reserves amount to \$220,784,750.

OHIO NATIONAL LIFE

Assets of the Ohio National Life reached an all-time high in 1939 with a

FIGURES FROM DEC. 31, 1939 STATEMENTS

	Total Assets	Change in Assets	Surplus to Policyholders	New Bus. 1939	Ins. in Force Dec. 31, 1939	Change in Ins. in Force	Prem. Income 1939	Total Income 1939	Benefits Paid 1939	Total Disburs. 1939
Amicable Life	13,606,181	+997,257	1,490,457	12,763,295	84,444,544	+3,192,857	2,023,294	2,618,716	713,693	1,834,960
Capitol Life	12,557,222	+491,015	1,373,668	8,229,454	60,085,135	+1,618,676	1,524,740	2,360,476	1,014,079	1,843,569
Equitable Life, Ia.	193,491,374	+11,239,532	8,777,602	43,502,894	585,035,065	+7,631,017	19,493,231	31,946,482	12,431,628	20,560,284
Guarantee Mut.	23,400,403	+1,543,514	2,578,074	16,763,187	137,258,357	+1,534,707	3,658,333	5,196,742	2,092,609	3,682,521
Home State Life	1,795,003	+263,141	353,650	12,892,161	31,074,940	+2,393,975	703,030	828,938	104,997	570,798
Imperial Life, Can.	91,315,796	+3,606,493	7,174,854	24,733,728	299,597,666	+4,185,428	10,299,146	16,244,992	8,775,307	12,598,023
Indianapolis Life	24,003,829	+1,909,017	1,612,306	10,923,218	111,055,449	+2,949,842	3,334,246	5,110,908	1,657,941	3,199,015
Midland Life, Mo.	7,238,490	+468,455	267,233	4,143,077	36,730,058	+868,714	863,684	1,360,804	485,485	873,307
Midwest Life	5,088,053	+73,964	525,000	4,741,664	23,587,269	+1,075,893	488,159	749,370	357,921	677,437
Minnesota Mut. Life ..	47,779,732	+3,307,033	3,066,705	29,995,412	230,003,369	+4,468,538	6,774,152	9,780,499	3,820,348	6,542,048
Northwestern National ..	75,205,180	+5,063,567	5,457,918	65,052,626	440,570,713	+13,543,111	10,630,054	15,160,680	5,907,791	10,232,398
Ohio National Life	48,304,296	+2,271,292	2,682,773	25,689,725	191,052,405	+4,790,160	5,840,181	9,101,142	3,801,626	6,937,372
Peoples Life, Ind.	10,337,168	+538,342	1,000,439	9,128,610	65,233,887	+2,765,804	1,339,478	1,910,155	727,292	1,381,412
Policyholder's National ..	1,704,809	+236,213	400,881	4,189,512	17,546,655	+1,237,888	600,856	494,046	178,341	411,334
Rockford Life	3,326,736	+166,463	321,106	1,916,873	14,652,773	+1,06,184	338,652	538,610	191,861	368,530
Security Life & Tr.	6,552,388	+764,149	687,712	14,358,817	65,521,066	+5,337,742	1,424,081	1,808,273	499,308	1,064,184
Western Life, Mont.	14,903,973	+450,211	1,850,000	7,962,362	47,250,568	+1,727,330	1,426,104	2,518,230	1,152,911	2,061,761
Wisconsin Life	6,022,738	+325,944	254,563	1,602,949	24,838,020	+223,331	727,689	1,143,702	437,741	819,394

*Includes \$150,000 Contingency Reserve.

*Includes revivals and increases.

*Accident \$30,792.

*Accident \$25,069.

*Does not include asset fluctuation reserve—\$918,419.

(CONTINUED ON PAGE 23)

McPhail Elected to Head Canadian Life Underwriters

Problems Reviewed at Business Gathering Held in Toronto

TORONTO—M. L. McPhail, Imperial Life, St. John, N. B., was named president at the annual one-day business meeting here of the Life Underwriters Association of Canada, which concluded with a dinner. The effect of the TNEC investigation in the United States, counselors, twisting, the Quebec notary situation, plans for revising the government annuity program and the need for greater membership increases were stressed in reports.

In his presidential report, W. C. Laird, London Life, Toronto, outlined important developments and commented on the significance of the TNEC life insurance investigation in the United States. He told how the National Association of Life Underwriters is providing the American public with facts "proving beyond a question of doubt that the benefits of the agency system of marketing our service are so great when compared to the very few minor causes for complaint that it has justified itself with great glory. We feel confident the work of that association will be rewarded by an unanimous vote of confidence by the American public."

"While there is no reason to believe we in Canada will be affected by the American investigation, the association's board of directors is watching the situation closely and will be prepared to take whatever action may be necessary should circumstances warrant it."

Pay 100 Cents on the Dollar

"In the history of Canadian life insurance no company operating under the jurisdiction of the dominion and provincial insurance departments failed to pay its contractual obligations 100 cents on the dollar. This is a monument to the ability and integrity of company officials," Mr. Laird declared. "If we who are responsible for placing the business in the hands of purchasers will live up to similar standards of ethics and practice, there is little chance we will be subjected to any such inquiry as is now being conducted in Washington."

Activities to combat insurance counselors were outlined by C. V. Earl in his report as board chairman. Special bulletins were issued to place in the hands of members material to help them effectively meet this type of "unscrupulous competition."

"These bulletins were very well received," he said, "and proved of tremendous value, particularly in those centers where term insurance propaganda was particularly prevalent."

Seek Annuity Change

In discussing the association's efforts to have the dominion government's annuity scheme overhauled, Mr. Earl said the board has kept in close touch with the situation. Wide distribution has been given the study of the Canadian Chamber of Commerce, which stresses that the substantial deficits incurred by the annuities department were just an added burden to be borne by the general taxpayer.

"It is interesting to note," Mr. Earl said, "that the experience of the Canadian annuities branch is being used extensively in the United States in oppos-

(CONTINUED ON PAGE 26)

Canadian President Should Push Ahead Despite Any Drag



MALCOLM L. MCPHAIL

TORONTO—The new president of the Life Underwriters Association of Canada, Malcolm L. McPhail, has spent his business lifetime in life insurance. He was born at Buctouche, N. B., in 1880. He graduated from the Currie Business University in 1903 and joined the Imperial Life in that year as a stenographer. He was promoted to cashier and in 1921 was appointed manager at St. John, N. B. He secured his C. L. U. degree in 1926. He is a past president of the Life Underwriters Association of New Brunswick and has served the Dominion association as provincial vice-president.

Mr. McPhail succeeds W. C. Laird of London Life, at Toronto.

O. J. Arnold, President Northwestern National Life, Urges a Greater Faith

Business men should demonstrate their faith in America's future by resolutely pushing sound development plans despite the "drag" imposed by governmental interference and investigations, O. J. Arnold, president of Northwestern National Life, said in a talk before the Cleveland agency, Smith, Lawlor & Kroehle, general agents, which celebrated its sixth anniversary by moving to larger quarters. The new offices are at 420 Hanna building.

Cites Own Example

"Northwestern National opened 10 new agency offices in 1939, twice as many as in the previous year and more than in any year since the depression began," Mr. Arnold said. "Each office represents a substantial investment. Toward the end of the year we launched a program to improve service to policyholders and increase agents' earnings, a move that has already begun to show favorable results although the home office follow-up work necessary to perfect operation of the plan has been delayed by several months because government questionnaires and questions of government action have been absorbing almost entirely the time, brains, and energies of most of the key men in our management."

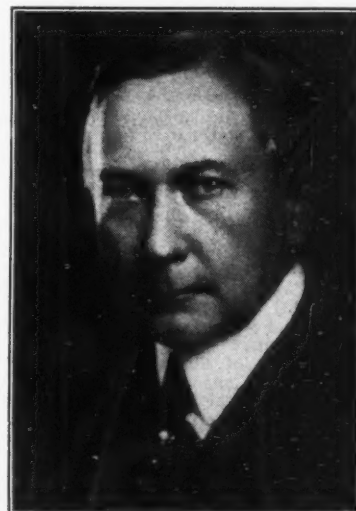
Congratulating the Smith, Lawlor & Kroehle organization on its growth which made the larger quarters necessary, Mr. Arnold referred especially to its outstanding first-year renewal ratio which rose to 92 percent in 1939, a gain of several points over the preceding year.

Five Veteran National Life Executives Retire

Young, Moulton, Kendall, Putnam, Gammons Lay Aside Duties

National Life of Vermont announces the retirement of a number of elderly executives and the appointment of successors. The recent institution of a pension plan makes obligatory retirement at certain ages.

Charles W. Gammons of Boston, Massachusetts state agent and one of the grand old men of the company, retires as a director. He is 75 years old next November, and three years ago ob-



GEORGE B. YOUNG

served his 50th anniversary with National. The directors ordered recorded a tribute to Mr. Gammons and an expression of deep regret on account of his resignation.

The general counsel, George B. Young, who has served since 1916 and who has also been a vice-president, retires at the age of 73 to act as advisory counsel. Deane C. Davis of the well-known law firm of Wilson, Carver, Davis & Keyser of Barre, was elected general counsel, at the age of 40.

Meredith Treasurer at 34

Clarence E. Moulton, active and efficient as treasurer in his present 77th year, retires after 47 years. L. Douglas Meredith, former state banking commissioner, and now assistant to the president and member of the finance committee, was elected treasurer at the age of 34. He will also retain the title of assistant to the president.

Frank M. Kendall, at the age of 79, retires as cashier, in which position he has served ever since the office was created in 1920; and Norman J. Ewen, assistant cashier for the past three years, and a member of the National's home office force since 1921, was elected cashier at the age of 34. Robert G. Holt, son of the late Henry Holt, an assistant actuary, was elected assistant cashier.

George K. Putnam retires as assistant secretary at the age of 73, and Floyd W. Hayford, long-time member of the secretary's department, was elected assistant secretary.

Mr. Young was educated at Wesleyan (CONTINUED ON LAST PAGE)

INTERLOCKING CONTACTS

When one of our Missouri underwriters wrote and paid for 14 cases in one month recently, we asked him where he was getting his business.

"Seven of the 14," he answered, "are members of the national guard, two others were formerly members. Five of the cases were school teachers, and three of these were women. Six of the people are still students in college. Two of the cases were already policyholders. Two were fraternity brothers of mine. Another was the brother of still another frat brother who is a policyholder. One of the women is a sorority sister of my wife."

Does his count seem off? It may sound a bit like a Chinese puzzle, but actually it is more like a crossword puzzle. And it solves neatly, for the real point is not so much where he was getting his business, but where he was getting his prospects. Note how he saw and seized the advantage of interlocking the links of an endless chain when he made his contacts.

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Sell Appointments, Not Insurance—H. W. Abbott

NEW YORK—In making the approach, sell appointments—not life insurance, Henry W. Abbott, Patterson agency, Massachusetts Mutual Life, New York City, told the New York City Life Underwriters Association. Mr. Abbott, who was for 13 years general agent of the Massachusetts Mutual in Pittsburgh, has made himself a one-man laboratory to investigate the principles of successful selling, using only methods open to the new agent.

In approaching the prospect the agent must use caution since "the first 12 feet of your approach, the first 12 seconds and the first 12 words weigh heavily in how far you will succeed," Mr. Abbott said.

"Why do you go to see the alleged prospect?" he asked. "To sell some life insurance or an annuity? Most certainly not. Those are bugbears that people don't want and furthermore, you do not know whether or not they need them. When you approach people get it firmly fixed in your mind that you approach only to make an appointment for a discussion, not to make a sale. Appointments are easier to sell than life insurance. Go out and sell appointments and save your life insurance selling ability for those who you have determined need life insurance and can pay for it."

Five Thoughts in Mind

"Do you realize when you approach a busy prospect whom you have never seen before, even if you have a card of introduction with you, that five thoughts immediately come to his mind? They are (1) 'Who is he?' (2) 'Whom is he with?' (3) 'How long will he stay?' (4) 'How can I get rid of him?' (5) 'What does he want?'"

"Everyone of those thoughts in his mind must be answered before you can settle down to the business in hand, that of getting an appointment and not being given a summary dismissal before you have put your message across. In exactly 18 seconds you can get down to brass tacks if you will simply say, 'Mr. Prospect, my name is John Doe. I am with the Blank Life Insurance Company. I have stopped for just a moment. The purpose of my call is to make an appointment with you for tomorrow or the next day—or better still, right now, if you have 20 minutes. What is your convenience?'"

Assumed He'd Be Busy

"You have specifically answered everything in his mind regarding your presence, even though nine out of 10 times he will answer in a way indicating that he did not hear all your points. If he says he is busy reply that you expected him to be busy and that was the reason you mentioned you were stopping for only a moment. Then continue to ask for the appointment."

"Bear in mind that you have not mentioned the subject to be discussed and if you stick to selling him on the idea of giving you an appointment he will eventually have to ask 'What about?' and right there is the crux of the whole matter. If you are not prepared to answer 'What about?' quickly without hesitation, for goodness sake don't bother to make a call."

Mr. Abbott said that the life blood of the approach depends entirely upon whether the agent can present an arresting thought to the prospect's inquiry, "What about?" Offering to discuss life insurance, review his policies and the like, means nothing to him and will not get the appointment, he warned. As suitable replies he suggested, "I want to talk to you about a pension fund," or "I want to talk to you about your mortgage," or "I want to talk to you about your son, Jim," or "I want to talk to you about the care of your widow after the proceeds of your life insurance run out." When the prospect makes the invariable reply, "What about my son,

Jim?" or "What about my mortgage?" don't enter into a discussion at that point, the speaker advised, but simply reply, "That is why we will need 20 minutes" and continue to ask for the appointment.

"If he says that he is not interested in life insurance assure him that you have not mentioned life insurance and will not," Mr. Abbott continued. "Get it fixed in your mind that the interview you want is to discuss some vital problem of his and when the problem is firmly fixed in his mind he will have to ask for a solution, for which you know there is none other than life insurance."

"When your prospect endeavors to dismiss you with the answer that 'he has the matter all cared for,' 'that it is under control,' or 'that he has discussed it before,' you must stand firm in your determination to make the appointment. You can suggest that there are new angles to discuss, that a new interpretation may be valuable and that you are again asking the courtesy of a discussion at his convenience. You can be persistent and you can be determined but you must not let persistency or determination overrule courtesy."

When an agent feels confident that he can discuss problems without mentioning life insurance until asked to he will find himself being granted more appointments than he can handle, Mr. Abbott said. The success of getting an appointment is the common use of rarely used courtesy, acting with and before others as you would have them act toward you, he said. Always ask for an appointment rather than barge in, even if you know your prospect and do not have to mention your name or that of your company, he added, saying that the door is always open to a courteous approach and barred tightly to peddlers.

Winter Sports Dangerous

The dangers of winter sports are analyzed by the Northwestern National Life. Tobogganing is a major source of injuries. Adults who have not been active in athletics and have recently taken up winter sports are frequent casualties. Fractures sustained in going over bumps while seated on a toboggan are common.

Hochstadter Leads Pacific Mutual

CINCINNATI—C. P. Hochstadter, J. M. Gantz agency of the Pacific Mutual, for the second time in four years led the company in production. He serves as president of the 1940 "Big Tree" Production Club, the Pacific Mutual's highest sales honor, duplicating his performance in 1935. Mr. Hochstadter is an expert in trust and business agreements and policy analysis service.

North to Talk to Fire Men

Henry E. North, vice-president Metropolitan Life, will deliver the keynote talk on "Salesmanship" at annual meeting of the Fire Underwriters Association of the Pacific in San Francisco Feb. 7-8.

At the sales congress of the Minnesota Association of Life Underwriters in St. Paul this week Byron H. Timberlake was given an honorary life membership in the Minneapolis Underwriters Association which he helped to found in 1896. Mr. Timberlake, now 78, has been in life insurance in Minneapolis for 48 years and is still active in that field. He has been with the Prudential since 1899.

E. E. Besser, general agent Lincoln National Life, Chicago, has just returned from Miami, Fla. Following the holding of the company's convention, Mr. Besser spent a week vacationing at Miami and Del Rey.

Texas Loan Rule Does Not Apply to Corporations

AUSTIN, TEX.—Certain conditions under which a life company may make a loan to another corporation having a common director or officer were outlined in an opinion by Attorney-General Mann to Chairman Woodward of the Texas board of insurance commissioners.

Mr. Woodward asked if Article 4727 "prohibits a life insurance company from making a loan to another corporation if a director or officer of the life insurance company is also a director or an officer of the borrowing corporation, the officer or director having no personal interest in the loan and receiving no money or valuable thing for negotiating, procuring, recommending, or aiding in the furtherance of the loan, either as principal, co-principal, agent of beneficiary in such loan."

Applies to Persons Only

It was held that directors and officers of insurance companies are inhibited from receiving any money or valuable thing for their part in negotiating the loan but neither the inhibition nor the penalty under Article 4727, revised civil statutes, or Article 577, penal code, can be stretched to prevent an insurance company from making a loan to a corporation where a director or officer of the lending insurance company is also a director or officer of the borrowing corporation. The prohibition, it was pointed out, is against the individual officers.

"The question propounded presents the weakest situation imaginable for extending the statutory prohibition to a loan by a life insurance company to a corporation with which it has a director in common," the opinion pointed out. The contemplated loan would be valid at common law, it was held, and it is not prevented by the statutory law of this state.

In answering the question negatively, the attorney general emphasized that "this opinion is limited strictly to the circumstances described in your request. There is no attempt on our part to lay down a universal rule applicable to every situation in which a director or officer of the lending insurance company is also a director or officer of the borrowing corporation."

New England Mutual Life Cites Volume, Lives Leaders

In addition to William T. Earls of Cincinnati, who led the agency force of New England Mutual in 1939 production, the company cites a number of others with conspicuously successful records. In second place was G. Nolan Bearden of the Hays & Bradstreet agency in Los Angeles, and third, James H. Prentiss, Jr., of the H. G. Swanson agency, Chicago.

Top honors in number of lives went to Lowell D. Crandon and Henry C. Stockman of the C. Vernon Bowes agency in Newark, whose partnership insured the lives of 353 persons. Specialists in the field of pension trusts, Messrs. Crandon and Stockman led the company in volume in both 1936 and 1937. Runner-up in number of lives was W. Franklin Scarborough of the Albert W. Moore agency, Philadelphia, who paid for 106 lives.

Mr. Bearden, now in only his second full year in life insurance, is already a qualified member of the Million Dollar Round Table. Mr. Prentiss, who has been among the leaders since he began his career with the Swanson agency in 1932, was one of the first to win a place at the round table for 1940.

A. W. Jones, Jr., Winston-Salem, N. C., has been promoted to assistant superintendent of the Washington, D. C., district of the American National.

Unique Retirement Plan for Bankers National's Agents

Announcement Is Made at Florida Convention of Leading Producers

HOLLYWOOD, FLA.—Bankers National Life of New Jersey will shortly set up a unique retirement plan, including death and disability features, for its agency force on a contributory basis, it was announced here at the annual convention of leading producers. Somewhat similar to social security, an unusual feature of the plan is that the contributions of an agent to the plan may not be withdrawn while he continues with the com-



R. R. LOUNSBURY

pany. This is designed to remove the otherwise ever-present temptation to deplete one's reserve and is consistent with the view which President R. R. Lounsbury has expressed on several occasions that life insurance would do its job better if it were not possible to borrow against it, since loans lead to lapses. Under the Bankers National's retirement plan agents who leave the company may withdraw what they have contributed though not, of course, any of the company's contributions.

Besides President Lounsbury the home office is represented by W. J. Sieger, vice-president and superintendent of agents; Dr. B. T. D. Schwarz, medical director; and H. C. Freeman, and R. J. O'Brien, field assistants.

Victoroff Top Producer

President of the President's Club, organization of leading producers, is Irving Victoroff, Jersey City, N. J., who in a previous year also attained this distinction. Runner-up for top producer honors is Harry J. Baker of Boston, a 1938 member of the million dollar round table.

The convention program included an address by a Bankers National director, J. Thomas Gurney, of Orlando, Fla., a showing of the Institute of Life Insurance motion picture "Yours Truly, Ed Graham," an "Information Please" panel with four of the leading producers as a board of experts, and a detailed presentation of plans for 1940.

There was a farewell party at the Hotel New Yorker, New York City, before the conventioners boarded the train for Florida.

CONTINENTAL COMPANIES

General Offices: Chicago, Illinois

Continental Casualty Company

Financial Statement—December 31, 1939

ASSETS

Cash	\$ 3,841,086.35
*United States Government Obligations:	
Direct Obligations.....	\$10,197,929.25
Reconstruction Finance Corporation Notes.....	1,004,955.00
Total	11,202,884.25
*Other Public Bonds.....	2,487,856.75
*Railroad Bonds.....	\$ 960,522.45
*Public Utility Bonds.....	3,482,259.98
*Miscellaneous Bonds.....	2,866,246.12
Total	7,309,028.55
*Preferred and Guaranteed Stocks.....	1,107,160.00
*Other Stocks.....	5,528,944.00
Mortgage Loans.....	370,243.35
Real Estate.....	960,123.00
Premiums in Course of Collection (Not over 90 days past due).....	3,925,468.61
Accrued Interest and Rents.....	188,705.65
Other Assets.....	369,700.16
Admitted Assets.....	\$37,291,200.67

LIABILITIES

Unearned Premium Reserve.....	\$ 9,784,360.00
Reserve for Claims.....	14,471,849.47
Miscellaneous Liabilities.....	2,412,940.79
General Contingency Reserve.....	1,800,000.00
Capital	\$ 2,000,000.00
Surplus	6,822,050.41
Capital and Surplus.....	8,822,050.41
Total	\$37,291,200.67

Net Premiums written during 1939.....	\$22,998,520.46
Increase over 1938.....	1,959,347.96

*Eligible bonds amortized. Insurance stocks valued on basis of pro-rata share of Capital and Surplus. All other securities at Market Quotations.

Continental Assurance Company

Financial Statement—December 31, 1939

ASSETS

Cash	\$ 1,342,898.77
*United States Government Obligations....	5,237,007.00
*Other Public Bonds.....	763,423.57
*Railroad Bonds.....	\$2,414,042.77
*Public Utility Bonds.....	7,051,867.60
*Miscellaneous Bonds.....	2,224,018.28
Total	11,689,928.65
*Preferred and Guaranteed Stocks.....	1,074,350.00
*Other Stocks	None
Mortgage Loans.....	6,173,796.41
Policy Loans.....	4,373,899.31
Real Estate.....	1,463,131.75
Net Deferred and Uncollected Premiums..	1,232,094.62
Accrued Interest and Rents.....	268,842.71
Other Admitted Assets.....	30,769.31
Admitted Assets.....	\$33,650,142.10

LIABILITIES

Statutory Policy Reserves.....	\$27,864,307.54
Death Claims Due and Unpaid.....	None
Pending Claim Reserve.....	1,196,005.70
Premiums Paid in Advance.....	287,470.92
Miscellaneous Liabilities.....	379,914.65
General Contingency Reserve.....	280,000.00
Capital	\$1,000,000.00
Surplus	2,642,443.29

Capital and Surplus.....	3,642,443.29
Total	\$33,650,142.10

Insurance in Force as of December 31, 1939 (paid-for basis).....	\$252,671,711.00
Increase over 1938.....	20,699,213.00

*Eligible bonds amortized. All other bonds and all stocks at Market Quotations.

DIRECTORS

H. A. BEHRENS, Chairman of the Board, Continental Casualty Co.; President, Continental Assurance Company

W. McCORMICK BLAIR
Blair, Bonner & Company

*W. G. CURTIS
President,
National Casualty Company

*R. W. HYMAN
Insurance

E. V. MITCHELL
General Counsel

WILLARD N. BOYDEN
Vice President and Treasurer

*HARRY W. DINGMAN
Vice President and Medical Director,
Continental Assurance Company

ARNOLD B. KELLER
Treasurer,
International Harvester Company

*ROSS E. MOYER
Vice President and Actuary,
Continental Assurance Company

ROLLIN M. CLARK
Vice President and Comptroller

FRANK R. ELLIOTT
Vice President,
Harris Trust and Savings Bank

*F. D. LAYTON
President, National Fire Insurance
Company of Hartford

PURCELL L. SMITH
President, The Middle West
Corporation

M. P. CORNELIUS
President, Continental
Casualty Company
Vice President, Continental
Assurance Company

CHARLES F. GLORE
Glore, Forgan & Co.

C. R. MESSINGER
Chairman, Oliver Farm Equipment
Company
President, Chain Belt Company

R. DOUGLAS STUART
First Vice President,
The Quaker Oats Company

ROY TUCHBREITER
Vice President

*Continental Casualty Company only

*Continental Assurance Company only

The Continental Year Book discloses in greater detail the Companies' operations and financial structure. It will be furnished upon request.

Casualty Insurance

Fidelity and Surety Bonds

Life Insurance

94 YEARS of
DEPENDABLE PERFORMANCE



The Complete Security Plan for Employees

To enable employers to offer to their employees an easy and systematic basis of providing:

1. Some degree of personal security, supplementing the benefits of Social Security.
2. More adequate protection for dependents in event of premature death.
3. Assistance for the employee in building a cash fund for emergencies.

Another Connecticut Mutual Service
Designed to Help the Salesman Sell

CONNECTICUT MUTUAL
LIFE INSURANCE COMPANY • HARTFORD

Heads All Actuarial Divisions of Metropolitan



HORACE R. BASSFORD

Horace R. Bassford has now been placed in charge of the entire actuarial division of Metropolitan Life following the retirement of Senior Actuary Raymond V. Carpenter.

Mr. Bassford went with Metropolitan in 1915 as a clerk in the actuarial division. He advanced to a supervisory position in that division while he was completing the examination of the Actuarial Society. He became a fellow in the Society in 1920 and in 1922 he was appointed an assistant actuary of Metropolitan.

Mr. Bassford had always been closely associated with J. D. Craig in the work of the ordinary and group actuarial divisions and in 1936 when Mr. Craig assumed charge of all home office operations, Mr. Bassford was made actuary, in charge of the ordinary and group divisions. Under the new organization, Mr. Bassford also takes supervision of the industrial actuarial division which heretofore had been under the supervision of Mr. Carpenter.

The Metropolitan's actuarial chief has an unusual pre-actuarial background. At one time the odds seemed considerably greater in favor of his attaining eminence in electrical engineering or in teaching the classics than in life insurance work.

After being graduated from Trinity College, Hartford, in 1910, Mr. Bassford studied electrical engineering at Brooklyn Polytechnic Institute and later was a research worker at the Thomas A. Edison laboratories in West Orange, N. J. His experience between college and joining Metropolitan also included teaching at Trinity school, New York City, where he had classes in Latin and Greek. His recreations however are golf, bridge, gardening, amateur motion pictures, and travel rather than reading Euripides in the original. His expert knowledge of electricity comes in handy if anything goes wrong with the motion picture projector but otherwise none of his hobbies has an electrical angle.

Mr. Bassford was one of the original members of the special committee on aviation of the Actuarial Society. He maintained a conservative attitude in the face of claims from aviation enthusiasts about the marked increase in air travel safety and he had the statistics on his side.

Last summer Mr. Bassford testified before the Temporary National Economic Committee on intercompany conferences which had brought about increased uniformity on annuity rates. He was chairman of the subcommittee appointed to study these rates.

President T. I. Parkinson of Equitable Society will be the speaker at the American Institute of Banking annual dinner Feb. 3 in New York.

Chicago Group Hears Munger

In a highly informational talk on present economic conditions, Royal F. Munger, financial editor Chicago Daily News, told the Chicago Life Underwriters Association there was never a time in history when the people of this country needed savings more. Mr. Munger spoke on "Why Unemployment."

In a preliminary to Mr. Munger's talk, Mrs. Ruth Morris, whose late husband was supervisor for the Mutual Benefit agency of Paul Cook in Chicago, greatly moved the audience in her recital of "What life insurance means to a woman with small children." The life insurance program which her husband carried is enabling her to continue living in the manner to which she was accustomed, gives her an income for life, and also will provide her two daughters with a college education.

Mrs. Morris has now entered the life insurance business with the Bruce Parsons agency of Mutual Benefit, Chicago, assuming her husband's business and creating a business of her own.

The meeting was exceptionally well attended. Presiding in the absence of L. Mortimer Buckley, Provident Mutual, was W. M. Houze, general agent John Hancock and vice-president of the association.

New Chicago General Agent

Roy Zimmerman has been appointed general agent for Minnesota Mutual Life in Chicago. At present he is general agent for Service Life and will retain that connection in addition to his appointment. He has an agency staff of 15 men.

Mr. Zimmerman has been in the life insurance business since 1920, starting with Columbian National in Chicago. He then participated in organizing the old Builders Mutual Life. From there he went to Central Life of Illinois, and then organized Builders Life. He went with Service Life as general agent two years ago.

American National Rally

Insurance was discussed from the viewpoint of both preacher and hard-boiled business man at the regional dinner of the American National in Birmingham. Dr. R. H. Crossfield, president emeritus of Transylvania College, stressed the economic value of life insurance to business and society and the service widows and orphans have received. Other speakers included Dr. H. C. Crelly, medical examiner; G. S. McCarter, superintendent of agents; Fred Fischer, H. B. Harman, Retail Credit Company, and Frank Heard.

Janney Agency Contest Winner

Victor for the seventh consecutive time in the traditional inter-agency production contest of the Pacific Mutual Life, the G. C. Janney general agency, San Diego, will celebrate its achievement with a dinner and theater party.

Final figures show the Janney agency ahead with 200.6 percent of quota attained. This mark gives the agency two successive years in leadership for attained quota. Fifty-eight of Pacific Mutual's general agencies from coast to coast participated in the contest.

New C. of C. Committee Members

Three additional members of the life insurance committee of the Los Angeles chamber of commerce are Dwight L. Clarke, executive vice-president Occidental Life; L. P. Robertson, assistant general counsel Pacific Mutual Life, and Carl E. Herfurth, of the consulting actuarial firm of Coates & Herfurth. The committee now consists of 25 members, with Harold D. Leslie, general agent Northwestern National, as chairman.

The State Capital Life of Raleigh is opening a district office in Winston-Salem with E. L. Jones as manager.

30th ANNUAL STATEMENT

December 31, 1939

RESOURCES

Cash	(1.20%)	\$ 579,259.11
Bonds	(37.11%)	17,923,864.28
Mortgage Loans	(34.06%)	16,452,453.44
Policy Loans and Liens	(15.99%)	7,725,362.38
Home Office	(.90%)	435,337.17
Real Estate Sold on Contract	(.97%)	467,586.71
Other Real Estate	(6.98%)	3,371,985.86
Due and Accrued Interest	(.85%)	408,930.53
Due and Deferred Premiums and Other Assets	(1.94%)	939,516.72
TOTAL ASSETS	(100.00%)	\$48,304,296.20

LIABILITIES

Net Reserve	\$41,633,563.00
Additional Reserve	2,168,922.00
Policy Funds	844,260.80
Policy Claims	209,267.79
Reserve for Taxes	194,033.36
Interest and Premiums Paid in Advance	362,291.80
Dividends to Policyholders	160,491.34
Current Accounts and Other Liabilities	48,692.82
Total Liabilities	\$45,621,522.91
EXCESS PROTECTION TO POLICYHOLDERS	2,682,773.29
TOTAL	\$48,304,296.20

Insurance In Force \$191,052,405.00

THE OHIO NATIONAL LIFE INSURANCE CO.

CINCINNATI, OHIO

T. W. Appleby, President

New York Life Scale for 1940 Announced

Two Dividend Booklets Issued, Showing New Basis, Actual History

New York Life has announced its dividend scale for 1940, this being presented in the usual form, but supplemented this year by another booklet "Records of Dividends," showing actual dividends paid or declared on policies over the last 20 years that were issued in 1920.

This 20 year period, it was stated, "reflects the general effect of the changing economic conditions on the surplus available for distribution under our policies. The 20-year period here covered, extending from 1920 to 1940, includes years of great prosperity as well as years of severe depression. It is doubtful whether in any other similar period we have seen such marked contrasts and our dividends have necessarily reflected the conditions of the times."

It was stated the cash dividend tabu-
(CONTINUED ON PAGE 22)

United States Division Has Large Business Increase

Business in force increase of Manufacturers Life last year was the largest

in the last nine years except for 1937, and almost half of the gain was registered in the United States division, the officers reported at the annual meeting. Of the total new business, the United States provided 27 percent, and it has over 20 percent of that in force, or about \$118,000,000 of the \$590,000,000 in force. President M. R. Gooderham commented on the stability of the life insurance institution in times of abnormal stress.

"The business of life insurance has suffered comparatively limited dislocation of its routine," he said. "This is a repetition of previous experience. In the last great war the outbreak of hostilities slowed down the production of



J. H. Lithgow

new business. When, however, the public settled down to an appraisal of conditions and had time to take stock of the place that life insurance held in the individual and national economy, this business gradually assumed its normal, or even an accelerated rate of operation.

"War experience lays stress on the value of human life and the natural outgrowth of this thought is to provide protection. Thus it may be anticipated that in the year immediately ahead there will be no loss of ground in the great cooperative enterprise in which we are engaged. The principle of life insurance is too firmly fixed in the consideration of all enlightened people for them to lose the advantage of practical provision against the exigencies of life."

General Manager J. H. Lithgow reported each year has seen a strengthening of position in the continuous revaluation of assets, the stiffening of the basis of policy reserves and substantial additions to contingency reserves and surplus accounts. He expressed confidence in the company's position to meet whatever may be in store.

Alternative California Group Forms Are Announced

SAN FRANCISCO—A complete list of alternative forms for use in writing group disability in California effective Feb. 15 has been promulgated by Commissioner Caminetti, in line with his order of Dec. 28 following a hearing on group disability and family expense disability policies.

These alternative forms must be used by all companies writing group disability until the special committee to be appointed, with Harold Haas, assistant commissioner, as chairman, works out specific forms. Representatives of the Health & Accident Underwriters Conference, Bureau of Personal Accident & Health Underwriters and the Group Association (accident and health section) will be on the committee, with three other members appointed by the commissioner.

Hartberg Agency Takes First

The N. G. Hartberg general agency of Old Line Life of America, Marinette, Wis., led in 1939 with the largest volume of new paid for business. F. W. Du Bose and Associates, Milwaukee, was second. In personal production, F. J. Voight, of the Ulrich Agency, led in new paid insurance and premiums, and was second in number of lives. Harold Buckman, Du Bose Agency, was runner up in paid volume; J. L. Fox, Fox Agency, Fond du Lac, Wis., was second high in premiums, and leading in number of lives was H. L. Schindler, general agent, Monroe, Wis. H. G. Sell, Oconomowoc, Wis., led in number of applications and highest volume of premiums in the accident and health division. Sixty agents of the Hartberg agency and their wives honored Mr. Hartberg at a dinner held in Green Bay, Wis., at which P. A. Parker, agency director, presented the honor guest a plaque in recognition of leading the general agents in paid-for business. Also from the home office was M. F. Ryan, treasurer. H. A. Quist, district manager at Green Bay, was in charge of arrangements.

Mrs. D. F. Houston, wife of the chairman of the board of the Mutual Life of New York, died at her home in New York City, Jan. 22. Mr. and Mrs. Houston were married in 1896. Mr. Houston at that time being professor of political science at the University of Texas. Mrs. Houston had been graduated from the University of Texas at 18 and won Phi Beta Kappa honors.

Mrs. Houston was active in charitable work, having been vice-president of the child adoption committee of the State Charities Aid Association since 1923. She was also New York chairman of the Robert E. Lee Memorial Foundation, organized to preserve the birthplace of Robert E. Lee in Virginia. The original Lee house at Stratford, Va., was built by one of Mrs. Houston's ancestors.

Robbins Comments on TNEC Snoopers

Doughty American Life Convention Manager Has on His Fighting Uniform

WASHINGTON, D. C.—Col. C. B. Robbins, manager of the American Life Convention, was in this city last week and commented on the situation created by the SEC snoopers who attempted to get at his private files to ascertain what senators and congressmen said in reply to the letter sent out by state vice-presidents asking their views on federal supervision. There was enclosed in the correspondence to the legislators a brochure giving the reasons for upholding state supervision.

Colonel Robbins stated that after he refused to reveal the correspondence an effort was made by the investigators to get the information from the files of different company officials, those acting as state vice-presidents. Some officials approached were R. R. Lounsbury, president Bankers National Life of Montclair, N. J.; J. A. McLain, president Guardian Life; G. W. Steinman, president Midland Mutual Life; Richard Boissard, vice-president National Guardian Life of Madison, Wis.; Henry Abels, vice-president Franklin Life, and R. E. Sweeney, president State Life of Indiana.

The investigators found little of what they sought. They photostated a letter from Mr. Steinman's files, which is about all they obtained.

"I'm certainly not worried over any steps the TNEC may take," said Colonel Robbins. "I had thought the matter closed after my 'interview' with Investigators Blomquist and Greaney. Incidentally, during the 'interview,' Greaney, who must have had training in the FBI, stared at me so fixedly and silently that I finally asked him what he found so interesting. These men have been dealing with people who were afraid to death when they 'dangled the handcuffs' in front of them. But I am, most assuredly, not afraid. If they subpoena my files I shall enjoin the action. They may put me in jail, but a writ of habeas corpus will get me out if they do."

John Hancock "Ads" Show Use of Money in Crises

First advertisement in the 1940 schedule of John Hancock Mutual Life will appear in the Jan. 29 issue of Time. The list for 1940 includes four weekly publications, The Saturday Evening Post, Time, Collier's and Life, and insertions are so staggered that for 40 weeks out of 52 there will be a John Hancock advertisement in one of these weeklies.

Theme of the campaign is carried out with dramatic photographs showing important historical events wherein the use of a comparatively small amount of money at a critical time saved the day. The life insurance analogy is developed by showing how the arrival of readjustment money after the death of husband and father affects the future course of a dependent family.

Ten advertisements, proving that money is needed to make plans work, are scheduled. The first tells the story of Samuel Morse, inventor of the telegraph, who during his long struggle to prove the worth of his invention, was once saved from virtual starvation by the payment on account of \$10 owed him for drawing lessons.

Offered to the interested reader is a booklet, "Two Lives," which gives "details of a complete plan prepared for a family in moderate circumstances."

C. S. Goodrich, agent Bankers Life of Nebraska at Seneca, Kan., has been elected president of the chamber of commerce there.

10 YEARS

of Continental American Growth

(showing how the Company met the adverse conditions of the Thirties)

In Force, Dec. 31, 1939—increase over Dec. 31, 1929 **47%**
(All U. S. companies for same period—10%)

Assets, Dec. 31, 1939—increase over Dec. 31, 1929 **102%**
(All U. S. companies for same period—67%)

New Insurance Sold in 1939—increase over 1929 **29%**
(All U. S. companies for same period—decreased 35%)

Highlights of 1939

Insurance in Force at end of year, \$135,718,350—an all-time high

Assets at end of year, \$24,858,492—an all-time high

Number of Club Members increased 13% during year

ANNUAL STATEMENT . . . DECEMBER 31, 1939

ASSETS:	BONDS: U. S. GOVERNMENT	\$ 3,572,131.58	14.4%
	CANADIAN GOVERNMENT	98,072.30	0.4
	STATE, COUNTY AND MUNICIPAL	1,302,202.09	5.3
	RAILROAD	1,358,536.22	5.5
	UTILITY	3,417,090.56	13.7
	INDUSTRIAL	61,504.19	0.2
	TOTAL BONDS	\$ 9,809,556.94	39.5%
	FIRST MORTGAGES ON CITY PROPERTIES	8,054,764.79	32.4
	FIRST MORTGAGES ON FARMS	114,907.77	0.5
	REAL ESTATE	755,256.73	3.0
	PREFERRED AND GUARANTEED STOCKS	736,000.00	3.0
	BANK STOCKS	48,380.00	0.2
	POLICY LIENS WITHIN THE RESERVE	4,457,801.52	17.9
	CASH	881,824.63	3.5
	TOTAL	\$24,858,492.38	100.0%
LIABILITIES:	LEGAL RESERVE	\$21,700,845.00	
	RESERVED FOR POLICY DIVIDENDS, TAXES, ETC.	835,935.57	
	CONTINGENCY RESERVE	262,354.13	
	TOTAL LIABILITIES	\$22,799,134.70	
	CAPITAL STOCK	\$ 637,530.00	
	SURPLUS	1,421,827.68	
	ASSETS IN EXCESS OF LIABILITIES	2,059,357.68	
	TOTAL	\$24,858,492.38	

Continental American Life Insurance Company

WILMINGTON, DELAWARE

A. A. RYDGREN, President

OPPORTUNITIES are now open in West Virginia, Virginia, Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, and Ohio

Plans Made for the Meetings at Dallas

DALLAS—C. J. Zimmerman, president of the National Association of Life Underwriters and one of the speakers at the Texas tri-city sales congress to be held in Houston, San Antonio and Dallas Jan. 30-31 and Feb. 1, will be the speaker at a dinner here following the final session of the congress. S. J. Hay, president Great National Life of Dallas, is in charge of arrangements. Mr. Zimmerman will be guest of honor at a luncheon to be given by E. F. White, Dallas general agent Connecticut Mutual Life, for Connecticut Mu-

tual agents in north Texas who attend the Dallas session of the sales congress. Mr. White will be host at a breakfast for officers and directors of the Dallas Association of Life Underwriters and of the Dallas General Agents & Managers Club so that they may meet the speakers on the sales congress program.

In connection with the sales congress, agents of the Equitable Society in north Texas will be luncheon guests of L. W. Klingman, Dallas agency manager. Great National Life agents who attend the sales congress session in Dallas will take part in a company sales meeting Feb. 2.

Officers, directors and committeemen of the Texas association will hold their mid-year meeting in Dallas Feb. 2. Plans

will be made for the annual convention to be held in Austin June 6-8.

Guardian of Texas Changes

R. R. Smith, formerly of Jacksonville, Tex., has been advanced by the Guardian Life of Dallas to manager of the Tyler district, succeeding C. B. Jordan, who has been placed in charge of the monthly life department in east Texas. The Guardian Life has also advanced Curtis Ripley, formerly at Tyler, to manager of the Waco district. He succeeds W. S. Dougherty, who has been given charge of the new Dallas district No. 3. S. T. Smart has been moved from field superintendent in Dallas district No. 1 to Sherman, Tex.

Urges Recognition of Quality Sales by Agency Force

At least one production club based on persistency of business should be a part of the honor roll plan of every company, it is recommended in a report of the committee on persistency of business of the Sales Research Bureau which has just been published. It was compiled by Donald G. Mix, assisted by Karl Ljung, Jr., assistant secretary Jefferson Standard Life. Results of the study were presented at the annual joint meeting of Life Agency Officers and the Sales Research Bureau, held in Chicago.

"If the promotion of quality business is desirable," the committee states, "it would seem that recognition of agents who produce quality business, by honoring them in a special production club based on quality business, is not only sound but extremely worth while from every standpoint."

Publicizing Results Helps

"The experience of many companies would indicate that the use of publicity and the honoring of agencies and agents with good persistency records has often been fully as effective as tangible awards. Apparently one of the best methods of stressing quality business is to 'play up' those men who attain good quality results, and by inference 'play down' individuals whose volume may be large but whose lapse rate and terminations are high."

There seems to be a definite tendency to withdraw from the activity of giving material awards to agents in the nature of plaques, merchandise and cash, the committee stated, and, where such awards are given, to make them less expensive and award them to a greater number of individuals. Publicity in recognition of quality business, displayed in company house organs, preferably through some sort of special classification, seems to be popular, and prizes in the form of prestige building publicity from the home office also apparently are very effective. These sometimes take the form of announcement cards to policyholders, or diplomas showing quality results obtained by the agents.

Quality Rewards Producers

Although there is limitation on companies entered in New York state in respect to giving remuneration for quality business through contractual provisions, or of penalizing lack of quality, this policy has proved quite satisfactory in a number of instances. The higher commission income, both new and renewal, available through quality business, should not be overlooked, the report states.

N. Y. Seeks Uniform Basis

NEW YORK—The New York department is trying to get the companies on a uniform basis of accounting in connection with the distribution of income from interest by lines. This is in order to have a basis for comparing one company's operations with another's. The department has sent out a letter to the effect that it appears that practically all companies distribute their interest income on the basis of funds held for the account of each type of business.

Sam Anderson A. & H. Leader

Sam Anderson of A. C. Prendergast & Co., Dallas, general agents for Connecticut General Life, led the agency force of the company nationally in production of accident insurance for 1939.

Hugh D. Hart, who has become vice-president and agency director of the Illinois Bankers Life of Monmouth, Ill., remains as vice-president of the American Federation of Investors with headquarters in Chicago, which, however, will only take a small part of his time.

OUT TO WIN

It's a win against adversity every time a John Hancock agent delivers the guarantee that another man's family will have income to keep them safe during a period of readjustment.

Many agents are achieving records as "money players" with the help of our national advertising on the readjustment income plan. A current advertisement is shown above.

JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

Company Wins Suit; Big Fund Released

Announcement Made at California-Western States Life Agents Convention

By H. J. BURRIDGE

DEL MONTE, CAL.—President O. J. Lacy of the California-Western States Life turned the agency convention in progress here into a jollification celebration when he announced Monday evening that the company's six-year-old lawsuit had been won in the California supreme court. The decision makes a difference of more than \$900,000 in the cash position of the company. A reserve of more than \$300,000, which had been set up in case the suit were lost may now be taken down. In addition more than \$600,000 will be returned to the company by the losers of the suit. When the California State purchased the Western States Life in 1931, agreements were entered into with four large Western States stockholders, bind-

ing the combined company to repurchase their stock at \$60 a share if the two companies were consolidated. The other stockholders were offered \$40 a share and one-half share of California State stock for 66,667 shares. New California-Western States stock was to be sold to the public at \$40 a share.

Existence of these agreements was not generally known until a directors meeting of the California-Western States was held in 1933 when it became necessary for the board to adopt resolutions authorizing partial payment.

Later that year the company disaffirmed the repurchase and offered to return the stock certificates. One of the stockholders accepted, but the other three went to court. The company had previously won a verdict in the superior court which was later reversed by the appellate court. The present supreme court decision is unqualifiedly in favor of the company, and ends the litigation.

The decision means that about 15,000 shares of stock will be returned to the original owners, and that the company's financial structure will be bolstered to the extent of more than \$900,000, putting it in the strongest position in its history.

Most important of all, it clears the air, permanently removes the litigation

that has been hanging spectre like over the company for the past six years, and gives the California-Western States a clear track ahead.

President Lacy and Vice-president Ray P. Cox assumed active charge of the company April 30, 1934, so that the



O. J. LACY

suit was simply inherited by them.

More than 160 attended the three-day convention of the El Capitan Leading Producers Club. Then the group went to Sacramento for a day to visit the home office. The entire official family was on hand at Del Monte. California-Western States holds its agency gatherings each 18 months. "You, Your Own Prestige Builder," was the theme.

At the opening session President O. J. Lacy commented on the company's new annual statement. He said that after making heavy charge offs the surplus showed an increase of \$320,000 and stands at \$750,000. Assets increased \$2,354,000, and now total \$53,843,000. Other extracts from the annual statement showed the company to be in a strong position financially.

Grant Taggart, Cowley, Wyo., the company's famous million dollar producer, is president of this year's El Capitan Club. He presided at some of the sessions and made several talks. His remarks were given close attention. Business sessions were held in the mornings and the afternoons devoted to sight-seeing and recreation.

Home office speakers in addition to President Lacy were Vice-Presidents Ray P. Cox, Marcus Gunn and H. W. Gibbons; Ernie Gutterson, inspector of agencies; E. W. Amos, superintendent accident and health department; Walter C. Kennedy, chief underwriter; Benton Maret, superintendent of conservation; Jack O'Neill, agency assistant, and Gordon Daniels, editor of publications. Special speakers were John J. Holmes, Montana insurance commissioner, and George L. Malley, football coach, University of San Francisco.

Among the prominent managers and agents who spoke were S. B. Christenson, Salt Lake City; J. S. Rowland, Sacramento; B. J. Schaefer, San Diego; S. C. Gibbons, Stockton; F. E. Onvett and Neil Nettleship, San Jose; Sam Shevitz, Los Angeles; Sol Menzer, Dallas, and J. V. Hart, Arthur Luddy, J. L. Swaim and G. W. Coe, Sacramento.

James L. Brader's Change

SAN FRANCISCO—James L. Brader has resigned as manager of Equitable Life of Iowa here, becoming an agent of the Massachusetts Mutual.

Bill to Reduce Interest in N. J.

A bill has been introduced in the New Jersey legislature which would cut from 6 percent to 4.8 per cent the interest rate on insurance company loans to policyholders.

Webb Urges Study of Public Relations

Points Out Some of the Weaknesses in This Important Work

LOS ANGELES—Public recognition of the fact that life companies as a whole have failed to do a good job of public relations work was brought out at the meeting of the Life Insurance Managers Association when Walter E. Webb, former executive vice-president National Life U. S. A., and of the Hercules Life made such a statement in the course of his address on "Signs of the Times."

He asserted that life insurance as well as other lines have been facing and will have to face radical adjustments, and that the most radical of these adjustments now are under way. Never before has the subject of life insurance investments been so investigated as is now the case in Washington, D. C., and as a result the companies for the first time are awake to the radical changes that are coming. The men in the field must get a knowledge of what is doing and then should give the home office their ideas of the situation from their viewpoint. The home office man can



WALTER E. WEBB

not have the same knowledge of the situation the country over as the man in the field.

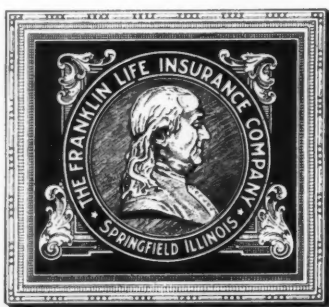
Are Now Being Awakened

The companies never have done a good public relations job, he asserted, but always left that to the salesman who is in contact with the public. Now the companies are excited over the Washington situation, and as a result out of a clear sky comes a program intended to make up for what they have neglected for 40 years.

He made mention of the fact that life insurance has been mentioned as capitalistic, and said it was a distinct mistake to class life insurance as anything capitalistic for it is one of the most effective examples of democracy in the history of the country for it attains the very object of democracy. He said the companies should not take a contentious attitude toward government. The policyholders have not been properly informed, but if they get the true picture of the facts they would not be anxious to disturb the situation.

He also asserted the companies have not done a good job for the agent. They should consider the true status of the agent in regard to the social security program, among other things. The true status of the agent never was so well illustrated as the failure to sell life insurance by mail. The one thing that

(CONTINUED ON PAGE 24)



The Best Opportunity in 20 Years

We believe we have it . . . the best opportunity in 20 years . . . to offer Fieldmen and General Agents; and if you aren't under contract and want to build a great future for yourself . . . we believe we can prove it.

We're an old line company with a thoroughly sound past and the brightest future in the business. Do you want the facts?

Fifty-Six Years of Distinguished Service

THE FRANKLIN LIFE INSURANCE COMPANY

Home Office Springfield, Illinois

CHAS. E. BECKER, President

Over \$177,500,000 Insurance in Force

Company Is Host to Its Agents

Managers Conference Precedes Continental American Convention

Continental American Life was host to its field force, agents and managers from 11 eastern states having gathered at the home office for their annual convention. A pre-convention managerial conference was held at which the managers, general agents and assistants discussed the training of agents.

The convention started with a luncheon at which members of production clubs were introduced, including qualifiers for the Presidents Club, the new honor organization.

Officers of the combined clubs are: President, M. J. Hancel, general agent New York; vice-presidents, G. M. Doherty, general agent Boston, and W. S. Carmine, Peninsula agency.

President Rydgren Talks

President A. A. Rydgren talked on the company; W. M. Rothaermel, vice-president, spoke on the family income policy; G. H. Amerman, associate actuary, discussed the new retirement policy, and Manuel Camps, Jr., New York general agent John Hancock, spoke on prospecting.

President Rydgren discussed the effect on life insurance of social security, the monopoly investigation and the European war. He also interpreted the annual statement and discussed the company's position. Mr. Rothaermel paid tribute to the late Philip Burnet, founder and president of Continental American, who originated the family income policy ten years ago this month. To mark the anniversary, Continental American recently issued a portfolio of sales material to its field force.

Manuel Camps' Remarks

Mr. Camps said prospecting is one of the least interesting and least motivating of all subjects—but one on which the most has been said.

"The average agent agrees that prospecting is about 75 percent responsible for success in the life insurance business, and yet he usually fails to spend as much as one day a week on this important subject," he said. "We should make it an absolute rule to devote some definite time to prospecting, until it becomes second nature."

Other outside speakers included A. C. Palmer, R & R service; L. W. S. Chapman, Sales Research Bureau, and E. J. Kobak, vice-president Lord & Thomas.

The annual dinner-dance was held following an informal reception by company officers. The president's trophies, annual award to two agencies which show the best percentage of increase, were presented. The Philadelphia and Syracuse offices received the trophies for 1939.

Introduce Club Members

Members of the President's Club and Minute Men Club were introduced after the banquet. Members of the new President's Club, in addition to Mr. Hancel, are: E. C. Burt, Baltimore, oldest representative in point of service; J. G. Shannahan, Baltimore; H. V. Nathanson, supervisor Lauer agency, New York, and M. B. Simon, assistant manager Philadelphia branch. "Yours truly, Ed Graham" was exhibited.

The final session was presided over by R. E. Halstead, supervisor of agencies. An "Information Please" program of questions and answers was held and Mr. Kobak talked on "Qualifications for Selling."

Dr. Claude L. Benner, vice-president, gave a fine address on "Facing the New Decade." He expressed opinion the United States, in attempting to lift itself out of the depression of the '30s had followed neither the method of totalitarian countries in taking over business com-

Convention Head



GEORGE A. ADSIT

George A. Adsit, vice-president in charge of the agency department of the Girard Life, has charge of its annual agency convention in Philadelphia this week. He made the opening address at a luncheon Thursday when the keynote was sounded. He also gave the closing address of the convention and presented the trophies to leaders at the banquet.

pletely, nor that method of democracies in allowing free enterprise to find its own way back to prosperity.

"Business cannot prosper half slave and half free," he said. Dr. Benner said pump priming can never take the place of expansion brought about by private investments, "because a temporary revival brought about by pump priming is not accompanied by a psychology of business confidence."

Pump Priming Effects

"Pump priming has expanded bank credit to figures higher than they were at the peak of 1929, and if today's bank deposits of \$9,000,000,000 had been caused by private borrowing, rather than by government borrowing, we would have a prosperity which would be away above the 1929 levels."

Many awards were made in the sessions to individuals and agencies for 1939 performance. Prizes went to the Wilmington and Richmond agencies for first in their respective groups in a November and December contest.

The 50 agents who led in the two months were given copies of specially bound rate books carrying serial numbers and a special award page with the name of the winner. Rate book number one will be carried by Milton Berson, Hancel agency, New York.

The home office is in the du Pont Building, Wilmington, and all sessions were held in Hotel duPont in the same building. Across Rodney Square the new home office building is under construction. The company expects to move into it next summer.

Provident L. & A. Leaders

W. G. Perkins of District of Columbia led all agents in paid business for 1939 in Provident Life & Accident. Other individual leaders are: H. Grice Hunt, South Carolina, second; F. M. Hice, North Carolina, third; Claude Minor, California, fourth, and H. R. Going, South Carolina, fifth. The five leading agencies in gain in life insurance in force were: J. Mack Moss Agency, District of Columbia, first; home office life agency, Chattanooga, second; Going life agency, South Carolina, third; Hunt & DuPree, South Carolina, fourth, and H. D. Laughbridge, West Virginia, fifth. In leading the field for four months in 1939 Mr. Perkins set an all-time Provident record. Mr. Hunt led the field three months in 1939.

How Are Those Resolutions Holding Up?

Of course you solemnly resolved to see more people in 1940 . . . to do more prospecting . . . to do a better job of selling.

Are You?

Here's hoping that you are, because there are a lot of people within your reach who are entitled to the benefit of your experience and your training, your wise counsel . . . and without your help they might put it off too long!

The
NATIONAL LIFE AND ACCIDENT Insurance Company, Inc.

C. A. CRAIG, Chairman of the Board C. R. CLEMENTS, President
HOME OFFICE NASHVILLE TENNESSEE
NATIONAL BLDG. 1000 YOUNG BLDG. 1000 YOUNG

McHugh Cites Virtues of Capital Loans from Insurers

NEW YORK—Small businesses can show marked savings by making capital loans from life companies as compared with public bond or stock issues, according to figures cited by Glenn McHugh, second vice-president of Equitable Society, at the American Management Association's financial conference.

In a typical case a firm, after registering with the SEC, borrowed during a period of 2½ years a little more than \$1,000,000 through sale of preferred stock. Net cost to the firm, including the underwriting spread, was about \$140,000, or more than 12 percent. In obtaining a capital loan from Equitable for slightly less than \$500,000 the total cost, including a \$9,000 brokerage commission, was less than \$16,000 or about 3½ percent.

Citing an SEC analysis of 217 capital loans obtained through public offerings which went through SEC registration in 1937, Mr. McHugh found the underwriting expense on those less than \$250,000 to have been 5.9 percent, other expense 3.3 percent, total 9.2 percent. For

loans from \$250,000 to \$500,000 underwriting expense was 6.4, other expense 2.9, total 9.3 percent.

On the other hand, capital loans made during the last year by Equitable ranging from \$50,000 to \$500,000 cost the borrowers, in the case of those less than \$250,000, for underwriting expenses 1.06 percent, other expenses 1.85, total 2.91. From \$250,000 to \$500,000: underwriting 1.14, other expense 1.88, total 3.02 percent.

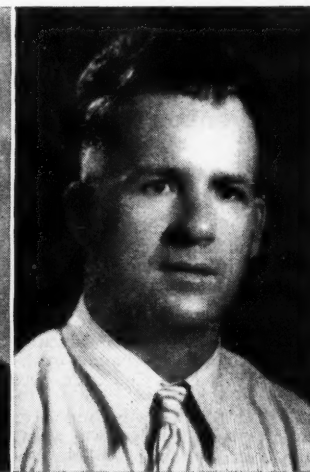
Mr. McHugh said the advantages of public financing are primarily marketability of the issue and the possibility through fluctuations in the market of retiring part of the obligation at a discount. Against this, private financing offers speed and certainty; freedom from SEC registration, with attendant expense and publicity of earnings and details of business; continuing source of funds for expansion and refinancing once credit is established; and the fact that if modification of terms becomes necessary to prevent default the case need be presented to but one person or group rather than trustees for bondholders with divergent attitudes and interests.

O. L. Zeus, assistant manager of the Travelers, group department, addressed members of Insurance Post 404 of San Francisco on the social security act.

LEAD GREAT-WEST LIFE IN 1939



A. H. THORNDYCRRAFT



C. C. LINDSEY

A. H. Thorndycraft was leading producer in 1939 for the Great-West Life in Canada and United States, while C. C. Lindsey led the company's United States agents.

Mr. Thorndycraft set a record for individual production both in volume and in the number of cases that has not been

surpassed for many years. He has been on the company's honor roll every month for the past four years and for the past seven years has been vice-president of the Honor Production Club.

Mr. Lindsey joined the Great West in 1936. Last year he was on the honor roll of leading producers every month.

THE WISCONSIN LIFE INSURANCE COMPANY

30-32 West Mifflin Street, Madison, Wisconsin

Statement of Financial Condition—DECEMBER 31, 1939

ASSETS

Bonds	\$2,661,207.00
First Mortgage Loans	1,283,550.76
City Loans	\$1,211,016.04
Farm Loans	72,534.72
Loans to Policyholders	835,718.15
(Secured by reserves on policies)	
Home Office Building	284,049.39
Real Estate Sold on Land Contracts	186,163.18
Other Real Estate	
City	249,839.60
Farm	204,223.10
Cash	176,851.96
Interest Accrued	37,522.97
(On Mortgages, Bonds and Policy Loans)	
Net Uncollected and Deferred Premiums	107,072.19
(For which reserve liability has been set up)	
All Other Assets	38,362.91
Gross Assets	\$6,064,561.21
Less Assets Not Included in Surplus	41,822.86
Total Admitted Assets	\$6,022,738.35

LIABILITIES

Legal Reserves on all Policies, Annuities, and Supplementary Contracts in Force	\$5,207,151.92
Dividends Apportioned to Policyholders, including Dividends Left on Deposit	390,604.23
Claims Awaiting Completed Proofs	21,079.00
Reserve for Taxes	17,698.71
Contingency Reserve for Investment Fluctuation	35,000.00
Premiums and Interest Paid in Advance	95,316.22
Accounts Payable and Accrued Expenses	1,325.76
Borrowed Money	None
Total Liabilities	\$5,768,175.84
Excess Security to Policyholders	254,562.51
(Surplus set aside as contingency reserve in addition to the legal reserve requirements)	
Total Reserves, Liabilities and Surplus	\$6,022,738.35

Comparative Annual Income

Year Ended December 31, 1919	\$ 195,818.97
Year Ended December 31, 1929	919,109.78
Year Ended December 31, 1939	1,143,702.40

Assets at Dates Given

December 31, 1919	\$ 611,851.85
December 31, 1929	3,023,123.78
December 31, 1939	6,022,738.35

AUDITOR'S CERTIFICATE

January 12, 1940.
We have examined the accounts of The Wisconsin Life Insurance Company as of December 31, 1939, and we HEREBY CERTIFY that the accompanying statement is in accordance with the records, and, in our opinion, presents the true financial condition of the Company as of December 31, 1939.
(Signed)
ELWELL, KIEKHOFF & CO.,
Certified Public Accountants

Paid Policyholders and Beneficiaries since Organization more than Six Million Four Hundred Thousand Dollars.



"Solid as the State"

TNEC Hearings to Be Resumed Soon on Investments

WASHINGTON, D. C.—Hearings on the investment side of life insurance are now expected to get under way some time week after next, though absence of Senator O'Mahoney, chairman of the Temporary National Economic Committee, at the funeral of Senator Borah, has delayed the TNEC's fixing of a definite date. Jan. 29, for a time considered a possible reopening date, appears to be definitely out, however.

Recently it looked as if hearings would commence Feb. 5 if they did not reopen on the Jan. 29 date, but now it is uncertain whether they will begin Feb. 5, which comes on Monday. There is a strong possibility that the hearings will begin later that week rather than Monday.

The tabulation of answers to the lengthy investment questionnaire is now in the hands of the companies for checking.

Prudential Managers Meet Officials in Chicago

Prudential ordinary managers in the central west held their semi-annual regional conference with home office officials for one day at Chicago this week. A. E. N. Gray, assistant secretary of ordinary agencies, and Sayre MacLeod, supervisor of ordinary agencies western group, were on from Newark. Mr. Gray, after the meeting, went to St. Paul to address the underwriters association and Mr. MacLeod proceeded to San Francisco, where another managers conference was to be held this week end.

Plans for better quality of agents and business formed the Chicago theme. Elimination of unfit agents was discussed, and also how to do a better job of supervision. A luncheon was held. A. Van Goldman, Chicago, handled arrangements and W. S. Fuller, the other Chicago manager, attended. Managers were present from Oklahoma City, Denver, Kansas City, St. Louis, Salt Lake City, Minneapolis and St. Paul, Omaha and many other points.

J. S. Brannig, general agent Massachusetts Mutual, Boston, had 40 percent increased production from his agency in 1939.

N. Y. Agents' Tests to Be Bi-Monthly

NEW YORK—Written examinations for new life insurance agents, which became mandatory Jan. 1, will be held only in alternate months unless there are so many applicants as to make more frequent examinations imperative, according to Superintendent Pink of the New York department. Earlier advices from reliable sources indicated that examinations would be held every month, which would greatly simplify recruiting and training problems.

Must Give Other Tests

Mr. Pink said that while the department would like to give examinations oftener than every other month, the limited staff available to handle these and other examinations given by the department would make it necessary to confine the tests to a six times a year basis. With the addition of life and accident and health examinations, as required under the new law, the examiners are responsible for some 15 types of examinations.

The first life insurance examinations will be held Feb. 5 in New York City, Syracuse, Buffalo, Rochester, and Albany. Life examinations will be in the forenoon and accident and health in the afternoon. It is possible that examinations will be given at Utica later on.

Put Sam Davis Forward in N. Y. as Rival of Bethea

NEW YORK—Ten midtown New York general agents and managers have announced they will support Sam Davis, manager Phoenix Mutual, for president of the New York City Life Managers Association rather than Osborne Bethea, general agent Penn Mutual, the regular nominee. Mr. Davis has been secretary of the managers association and is past president of the Midtown Managers Association.

Those sponsoring Mr. Davis are Isidor Freid, New England; C. V. Cromwell, Manhattan Life; F. S. Goldstandt, Equitable Society; Harry Jacoby, Home of New York; John McNulty, Prudential; W. H. Bender, National of Vermont; T. M. Riehle, Equitable Society; M. J. Louer, Continental American; John Kassoff, Mutual of New York, and Timothy Foley, State Mutual.

SEC Had G-Men Probe 'Intimidation' of TNEC Witnesses

(CONTINUED FROM PAGE 1)

nesses had been discharged, doing this with a view to discouraging witnesses from giving further similar testimony before the TNEC.

Edward Hake of Germantown, Pa., reported to the Metropolitan, according to the newspaper story, that the F.B.I. investigator told him the government was conducting "a criminal investigation," the charge being that the Metropolitan was "intimidating government witnesses." Several of the discharged agents were from the Philadelphia area, one of the few spots where the C.I.O. had any strength among industrial agents.

METROPOLITAN LIFE

NEW YORK—Metropolitan Life has issued a statement attributing the SEC's bringing the FBI into the picture to a SEC investigator's threat to resort to every agency of the federal government, including the Department of Justice, if he were denied access to the agency files of the company. This demand was made, the company stated, despite the fact that it was understood that the ballot irregularity phase of the inquiry had been closed and despite the company's denial that there was anything of the character in question in the files and its contention that it therefore saw no reason for further examination of them.

Metropolitan's statement pointed out that at the first opportunity after the 13 agents testified to having forged ballots 100 Metropolitan agents from New York City, acting as spokesmen for some 1,800 of their fellow agents, and others from Philadelphia and vicinity, on their own initiative and at their own expense went to Washington and asked permission to be heard by the committee and to testify that such practices as the witnesses described were not general practices, as had been asserted during the examination of the witnesses.

Quotes TNEC Vice-Chairman

The statement quotes the following extracts from the announcement of Representative Hatton Sumners, TNEC vice-chairman, in declining to hear further testimony on either side:

"This particular issue has been given a distorted emphasis and significance. . . . We are advised by the Securities & Exchange Commission that the evidence as to false ballots was not introduced to show that the practice was widespread but simply and solely for the purpose of showing some aspects of the procedure of elections. The committee quickly recognized that none of these ballots signed by the agents affected the outcome of the elections."

Metropolitan's release included more of the vice-chairman's statement, in which he pointed out that the committee took cognizance of the delegation of agents who attempted to be heard but that it had assumed that they would testify that they had no knowledge of the false ballots and that further testimony would be an undue burden on the record. The Metropolitan statement continues:

Understood Phase Was Closed

"It was then understood that this phase of the investigation was closed. After the hearing had been concluded, the 13 agents, who had confessed their own guilt in forwarding ballots not properly signed by the policyholders purporting to have signed them, were for that reason, discharged from the service of the company.

"Notwithstanding the inability of agents who resented the implication of the SEC's testimony as affecting themselves to get their testimony into the

record, an investigator of the SEC demanded an opportunity to be permitted to examine the agency files. When the company gave its assurance there was nothing of the character in question in the files and it therefore saw no reason for the further examination of them, the investigator stated to the officers of the company that all agencies of the federal government, including the Department of Justice, would be used if necessary if the company refused his demand. Subsequently, the F.B.I. which is associated with Department of Justice, did undertake to interview agents of the Metropolitan in Philadelphia and Newark.

"Notwithstanding the statement of the TNEC that the testimony had been given a 'distorted emphasis and significance,' this bureau of criminal investigation was used by the SEC to interrogate agents with respect not only to circumstances above discussed but also strangely enough the agents of the bureau sought to extract information regarding sales and other agency activities. The interviews in Philadelphia and Newark took place last fall and are the basis of the stories appearing in today's press reports."

The justice department said it is investigating charges that several agents of Metropolitan were discharged because

they testified that they had forged ballots, according to a United Press Washington story, which said that the TNEC (presumably through the SEC) turned over the charges concerning the agents' discharge to the civil liberties section of the justice department and investigation was ordered.

A. P. Shugg Feted on Anniversary

Arthur P. Shugg, St. Louis general agent of Aetna Life, was honored at a banquet in connection with the highly successful completion of a testimonial campaign that ran from Nov. 1 to Dec. 23, marking Mr. Shugg's tenth anniversary as St. Louis general agent. The quota for the campaign was \$1,000,000 of life, accident and group life business. The actual production was \$2,558,833. Edwin L. Knetzger served as toastmaster. S. T. Whatley, vice-president of Aetna Life, made a talk. Wellborn Estes, assistant general agent, presented Mr. Shugg with a bouquet of roses in behalf of the Life Underwriters Association of St. Louis, Mr. Estes being first vice-president of that organization. Mr. Shugg's associates presented him with a ship clock and a portfolio containing the individual records of accomplishment during the campaign. Howard Blair, St. Louis manager of Aetna Casualty, was a special guest.

U. S. Insurers Can't Invest in Canadian War Bonds

NEW YORK—Several insurance companies in this country that operate in Canada have received offerings of Canadian war loan bonds from brokerage houses in Canada and some of the agents of Canada have suggested to their companies that they make such purchases. The security offered and the rate of interest being acceptable, some of the companies were favorably disposed towards such purchases until they discovered that such an investment would violate the terms of the United States neutrality legislation. Hence it is impossible to make these investments.

The neutrality legislation doesn't interfere with the right of a United States company to invest in regular Canadian bonds.

The General Agents Association of the Mutual Trust Life has voted to contribute \$160 from its treasury to the Finnish Relief Fund.

Harry J. Syphus, assistant secretary and superintendent of agencies of the Beneficial Life, is in California on an agency trip.

Massachusetts Mutual

LIFE INSURANCE COMPANY

Springfield, Massachusetts

Bertrand J. Perry, President

Since organization in 1851 this Company has paid in benefits to its policyholders and their beneficiaries more than Eight Hundred and Eighty Million Dollars.

SUMMARY OF ANNUAL STATEMENT FIGURES

ASSETS	December 31, 1939
Bonds, Mortgages, and other Assets.....	\$668,296,835
Interest Due and Accrued.....	8,292,331
Premiums Due and Accrued.....	12,051,265
	<hr/> \$688,640,431
LIABILITIES	
Policy Reserves.....	\$522,158,319
Policyholders' Funds.....	125,744,859
Policy Claims in Process of Settlement.....	2,488,457
Dividends to Policyholders.....	7,958,733
Taxes Due.....	2,388,154
Miscellaneous Liabilities.....	851,115
	<hr/> \$661,589,637
Special Reserves.....	6,654,000
	<hr/> \$668,243,637
SURPLUS.....	\$ 20,396,794
TOTAL CONTINGENCY FUNDS.....	\$ 27,050,794

On December 31, 1939, the Company had in its offices and in Banks Cash Balances of over FOURTEEN MILLION DOLLARS

And held more than FIFTY-SEVEN MILLION DOLLARS in United States Government Bonds

During the year 1939, the Company paid to Policyholders and Beneficiaries the sum of FORTY-EIGHT MILLION DOLLARS

EDITORIAL COMMENT

Personalizing Annual Statements

SOME companies are giving far more attention to clarifying the presentation of their annual financial exhibits. It is difficult for the wayfarer who pays his premium to tell just what various items in the statement mean. A company can accomplish much in producing good will and convincing policyholders that there is nothing to hide if there is a common sense presentation of an annual statement. The Institute of Life Insurance has undertaken what it terms the personalizing of the annual statements. It presents the view that a company can resell its insurance to policyholders by making the report clear and with all

indefiniteness eliminated. The companies spend a large amount every year in having their annual statements printed and sent to policyholders with premium notices or otherwise. The Institute estimates this cost at \$826,000. Yet to a large extent this money is wasted because the old time form is used which is beyond the understanding of the layman.

We are glad to see the movement started for injecting into these statements clarity, human interest and a value that is educational and informative. The humanizing of these exhibits would be a happy forward step.

Life Insurance Seen in Action

THE NATIONAL UNDERWRITER has taken great pride in its so-called "Life Payments Number" that it gets out every year showing approximately the amount paid in death claims and benefits to policyholders in all the states and in the various cities and towns. The life underwriters associations are forwarding a movement captioned "Life Insurance in Action." THE NATIONAL UNDERWRITER in this special issue had this very thought in mind. When news releases are sent out prior to the issuance of this special number wide publicity is given to the figures by daily papers and so-called county papers.

In other words, this gives in very

graphic form just what life insurance is doing. It becomes a vivid reality. It is not something that is complex and esoteric, something mysterious and beyond understanding, but it blossoms into magnificent flower. The local associations are attempting to get letters and expressions from beneficiaries as to what life insurance benefits have done for them. THE NATIONAL UNDERWRITER in its "Life Payments Number" has been a pioneer in this respect. That is, it has tried to give a potent, graphic, moving picture of life insurance as it really is and acts. It shows its accomplishments, it demonstrates its great effectiveness and beneficence.

Good Porter Always Finds Dust

SUPERINTENDENT OF AGENTS GRANT L. HILL of the NORTHWESTERN MUTUAL LIFE gives an illustration that is very apt to show agents that there are plenty of prospects and insurance to be written if they will seek for business. He said that he was riding in an air-cooled Pullman and at the end of the journey the porter brushed him very energetically. Mr. HILL was wearing a light suit. He remarked to the porter that inasmuch as he was riding in an air-cooled car with the win-

dows closed and he had a light suit, he did not see that he had accumulated any dust. The porter replied, "Where there is a good porter he always finds dust."

One of the characteristics of a successful life agent rests on his ability always to have material at hand on whom he can work. He is never at a loss for a prospect.

Regardless of conditions there always are people who can and should buy insurance.

Frankness in Dealing with Clients

IN A personality sketch of SIS HOFFMAN of Cincinnati, leading producer of the UNION CENTRAL LIFE, the fact was recorded that she endeavors to keep up as far as possible with current events, insurance decisions and any movement or information that will add to her store of knowledge and thus enable her to ren-

der a greater service to her clients. However, it was said that it is her policy never to pretend to be acquainted with a subject with which she is not entirely familiar and on which she can speak with authority. If she is unable to answer a question, it was stated, she replies frankly to her inquirer that she cannot

give him the information he desires off hand but will obtain it in short order. It is further chronicled that one of her large assured who had purchased a number of policies from her frankly told her that the reason he was buying his insurance from her was because of her frankness. He said that he was disgusted with insurance salesmen who gave him a glib answer on a tax question which he asked that he later found was not quite correct.

Mrs. HOFFMAN's practice in this connection is entirely correct. There are some agents unfortunately who presume to know much and when asked a question

that baffles them endeavor to gloss over the answer and leave the impression that they are well informed about it. Once a client or prospect discovers that an insurance man was presuming too much and endeavored to cover up his lack of information, further business favors, of course, are lost.

It never pays in selling insurance or anything else to hide ignorance. There are dozens of questions that come up with which a salesman may not be entirely acquainted. He, however, has access to expert information and he can readily obtain it. Frankness helps much in salesmanship.

PERSONAL SIDE OF THE BUSINESS

Elmer H. Dearth, one of the first employees of the Minnesota insurance department 50 years ago, who later served as commissioner two different times, recalled some of his experiences in a call on Commissioner Frank Yetka the other day. Mr. Dearth was Minnesota commissioner in 1897-1899 and again from 1901 to 1905. Later he was in the insurance business in Michigan, returning to Minnesota 10 years ago.

Dr. Alfred Manes, on leave of absence from Indiana University during January, is delivering lectures on insurance in Puerto Rico. In February he will deliver lectures in Havana, Cuba.

Jess G. Read, Oklahoma insurance commissioner and secretary of the National Association of Insurance Commissioners, says he has about lost faith in some of his insurance friends who occasionally bet neckties and small change on football and other guessing games.

At the Mississippi meeting of the commissioners last December, Mr. Read was strong for Tennessee in its football game with Southern California. Among other commitments he made was a \$5 bet on Tennessee. Failing to make note of this promise, following New Year's Day, he wrote to a dozen of his friends trying to locate the lucky fellow. He states that he is now in receipt of answers to 11 of his letters of inquiry and each of the 11 claims to be the one who bet on Southern California.

Paul C. Buford, new president of the Shenandoah Life of Roanoke, Va., is making a tour of the field. A group of upward of 40 agents greeted him when he spoke at a dinner-meeting in Richmond.

Gene Hickman, new Arizona general agent of the Pacific National Life, was married to Miss Thera L. Olsen of Manti, Utah, at Las Vegas, Nev.

T. W. Melham of the Herzberg agency of the Prudential ordinary department, Milwaukee, has been elected oriental guide of Tripoli Shrine Temple.

A. L. Beck, manager National Life of Vermont, is taking an active part in helping conduct the Man Marketing Clinic in Buffalo, a unique program under which young men are trained to analyze themselves to find the kind of a job for which they are best fitted.

Felix M. Locher, paid premium leader of the C. E. Cleeton agency of Occi-

dental Life in Los Angeles, former figure skating champion at St. Moritz, still spends a lot of time on the ice and was named a judge of the California state figure skating championship to be held at Yosemite late this month. Mr. Locher's daughter-in-law, Frances Langford of cinema-radio fame, has just been declared the most popular girl singer of 1939. His son, Jon Hall, Miss Langford's husband, is a cinema star in his own right.

John A. Stevenson, president Penn Mutual Life, has been elected director of the Philadelphia Chamber of Commerce.

The engagement is announced of Miss Beverly Marsh Hull, daughter of Roger B. Hull, general counsel of the National Association of Life Underwriters, to George C. Webster of New York City, son of L. J. Webster of Toronto.

I. T. Townsend, vice-president Life of Virginia, has been elected a director of the Southside Virginia Fair of Petersburg, Va.

U. H. Poindexter, assistant director of agencies of Northwestern Mutual Life, is recovering from an eye infection that has kept him from the office since the first of the year.

John Boyle of Boyle & Boyle, Chicago, managers of the Minnesota Mutual Life, left this week for Phoenix, Ariz., where he will spend the winter. Mrs. Boyle remains in charge of the business during his absence.

Francis V. Keesling, president West Coast Life of San Francisco, is given high praise in a report of the Civic League of Improvement Clubs & Associations of his city for his activities as chairman of the Golden Gate Bridge's building committee. His aid resulted in the saving of at least \$1,000,000 in constructing the bridge, the report stated.

In honor of 30 years of service, Oscar F. Nelson of the W. E. Moore general agency of the Pacific Mutual Life at Wichita, Kan., was tendered a luncheon at his home in Newton, Kan., attended by his associates in the agency. He also received a gold watch as a special award for his outstanding production record the past year.

The presentation of a beautiful leather-bound testimonial book and a specially engraved wrist watch to A. L. Dern, vice-president and director of



THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO. Telephone Wabash 2704

EDITORIAL DEPT.: C. M. Cartwright, Managing Editor. Levering Cartwright, Assistant Managing Editor. News Editors: F. A. Post, C. D. Spencer. Associate Editors: D. R. Schilling, J. C. O'Connor, H. E. Green, Jr.

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LIFE INSURANCE EDITION PUBLISHED EVERY FRIDAY

Wohlgenuth, President, H. J. Burrill, Vice-President and Secretary. Roeding, O. E. Schwartz.

PHILADELPHIA OFFICE—1127-123 S. Broad Street. Telephone Pennypacker 3706. W. J. Smyth, Resident Manager.

SAN FRANCISCO OFFICE—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Res. Mgr.; Miss A. V. Bowyer, Pacific Coast Editor.

Subscription Price \$3.00 a year in United States and Canada. Single Copies, 15 cents. In Combination with The National Underwriter Fire and Casualty, \$5.50 a year. Entered as Second-class Matter June 9, 1900, at Post Office at Chicago, Ill., Under Act, March 3, 1879.

agencies, was a surprise feature at the banquet of the Lincoln National Life convention in Miami. These were the gifts of all field men. The formal presentation was made by V. J. Harrold, general agent in Fort Wayne.

The book contained letters of loyalty and appreciation from every agency, and each letter bore the signature of all agency members. The watch was inscribed with the following words: "A token of esteem from the entire field force to A. L. Dern, January, 1940."

Mr. Dern stated in his response that this was: (1) The first time he had not known what was happening in the field force, and (2) the second happiest moment in his life. The happiest occurred when Mrs. Dern said "Yes."

Commissioner Fischer of Iowa is leaving this week end for a sojourn to Arizona. He expects to return to his duties the latter part of February.

K. B. Piper, actuary Provident Life & Accident, was toastmaster at a dinner in Chattanooga this week, to plan support for Presbyterian colleges and institutions. He is a leading Presbyterian there. Robert J. Maclellan, president of the Provident, attended representing Maryville College.

E. E. Henderson, Chicago general agent Pacific Mutual Life, accompanied by a daughter is sojourning in San Jacinto, Cal. He visited the home office. On the drive from Lake Michigan to the desert resort they encountered storms, snow and considerable bad weather.

Frank P. Samford, president Liberty National Life, was elected president of the Birmingham Community Chest for the coming year.

T. S. Berridge of Gallipolis, O., 73 years old, never fails to get an application on his birthday. On his 73rd, this year, he traveled 10 miles in the country and got an application for \$3,000. Then he had a taste of blood and got another application for \$5,000 that day. Mr. Berridge is one of the beloved men of the Columbus Mutual organization.

H. A. Feustel, supervisor A. F. Gilis agency at Newark, N. J., of the Provident Mutual Life, was taken with a sudden attack of appendicitis in his automobile and rushed to St. Barnabas Hospital, Newark, where he was immediately operated upon.

DEATHS

Robert W. Blake, who until his retirement in 1932 for many years was editor and secretary of the "Spectator," died at his home in Cranford, N. J., at the age of 73. At one time he was connected with the "Wall Street Journal." He had much to do with the preparation of statistics for the "Spectator."

Jay S. Rupert, 51, manager at Wilmington, Del., for Acacia Mutual Life, died following a heart attack. He had been with Acacia 19 years, serving as manager at Wilmington during practically all that period. The branch has nearly \$10,000,000 business in force. He was a successful personal producer, as well as manager. He was a continuous member of the William Montgomery Quality Club.

Judge W. K. Whitfield, former circuit court judge in the sixth judicial circuit of Illinois and at one time president of the International Life of St. Louis, died at Orlando, Fla., where he had lived since 1928.

Henry S. Burroughs, 71, who retired five years ago as assistant secretary of the Washington National, died in Coldwater, Mich., where he had gone for his health. He was a brother of Edgar Rice Burroughs, author of the "Tarzan" stories. After graduation from Yale and before entering the insurance business Mr. Burroughs engaged in cattle ranching and gold mining.

R. D. Fitzgerald, 42, special agent and a leading producer of Stamm general

NEWS OF THE COMPANIES

Caminetti Opposes Pacific Mutual's Voting Trust Plan

SAN FRANCISCO — Commissioner Caminetti has declared that, in his opinion, the voting trust of the Pacific Mutual Life, which was established in 1938 by former Commissioner Carpenter after an enabling act had been passed by the state legislature, is "violative of the constitutional and contractual rights of all parties to the rehabilitation agreement." Because of his opinion in the matter Commissioner Caminetti declined to attend a meeting of the voting trustees held in Los Angeles and previously had declined to call a meeting of the trustees at the request of V. H. Rossetti, vice-chairman.

In a communication addressed to Lyman P. Robinson, assistant secretary of the voting trust, declining to attend the meeting, Commissioner Caminetti says that: "the (rehabilitation) agreement, which very definitely prohibits the transfer of the stock of the new company, has been passed upon by all the courts of the land. It is res adjudicata, determinative of the rights of all parties to it and any deviation from its provisions or the order of court approving it may involve serious legal consequences."

Won't Expose Himself

"In the performance of official duties, particularly with reference to those arising out of the relationship between trustees and beneficiaries, I do not wish to act except in strict conformity with the law. With this in mind, I will not knowingly expose myself to the legal responsibilities which may result from a violation of my obligations. For the above reasons, I must decline to participate in any degree in the exercise of the powers assumed by the voting trustees or involve myself in any of the purported functions of the voting trust."

In his statement, Commissioner Caminetti pointed out that after a group of policyholders, stockholders and creditors of the Pacific Mutual had filed suit in the Los Angeles county superior court attacking the validity of the voting trust, he had made a study of the situation which accounted for his conclusion. The voting trust was set up after the rehabilitation agreement had been approved by various courts without first obtaining court approval and without any modification of the order approving the rehabilitation agreement, he stated.

Promote Colorado Life Officers

DENVER.—At the conclusion of a two-day seminar for home office officials, department heads and others in key positions, W. Lee Baldwin, president Colorado Life, announced the election of S. A. Riesenman as assistant secretary. Mr. Riesenman has been and will continue to be superintendent of agencies. Mr. Riesenman has a background of 25 years in life insurance. He was vice-president and secretary of the Western National Life and later

agency in Milwaukee and of the Northwestern Mutual Life, nationally, died in Columbia hospital there after a brief illness. He was born in Milwaukee, graduated from University of Wisconsin and served in the navy during the world war. He was associated with the Stamm agency for 17 years, winning many honors, leading the agency in volume of new business in 1937, and was on the way to establishing a similar record in the agents' year ending next June. At the time of his death he ranked second highest producer among all the company's agents. He was a cousin of Edmund Fitzgerald, vice-president Northwestern Mutual.

inter-mountain agency supervisor for the Central States Life. Mr. Riesenman has been with Colorado Life since its organization.

Ira McGuire, who has been chief accountant for the Colorado Life for two years, was elected assistant treasurer. Mr. McGuire was with the Colorado Life from 1931 to 1936. He rejoined the company in 1938.

New Chicago Company

The Amalgamated Life & Health is being organized in Chicago on a stock basis to write life, health and accident insurance. The capital is \$200,000, consisting of 2,000 shares of par value at \$100 per share to be sold at \$150 a share. Samuel Levin, A. D. Marimpietri and C. H. Burr are the incorporators, being connected with the Amalgamated Cloth-

ing Workers of America, a C. I. O. trade union. This union controls the Amalgamated Trust & Savings Bank of Chicago. The incorporators are connected with the bank.

New World Life Dividend

New World Life of Seattle has declared an annual dividend of 30 cents per share payable to stock of record Feb. 13. In the past few years the annual dividend has been at the rate of 40 cents.

General American Not Liable

ST. LOUIS—Attorneys for the federal government have agreed that the Internal Revenue Bureau should not collect from the General American Life the \$99,184 in income taxes which the bureau claimed was owed by the old Missouri State Life. The bureau claimed the Missouri State Life owed income taxes for the period Jan. 1 to Aug. 28, 1933, and that the General American



TELL FATHERS ABOUT IT

By convincing even one unprotected father that life insurance is the ideal safeguard for his family, an agent makes a lasting contribution to society.

All engaged in the spreading of protection are constantly privileged to serve their fellow men in this way.

Make the most of such opportunity!



The Prudential
Insurance Company of America
Home Office, NEWARK, N. J.

Life was liable as transferee of the assets of the insolvent company. But through an agreement of counsel approved by the Tax Appeals Board in Washington it was stated the General American Life was not liable "in law or in equity" for taxes owed by the Missouri State Life.

Plans Home Office Building

National Guardian Life of Madison, Wis., is planning to put up an \$80,000 office building in a residence district in the uptown section if the common council changes the zoning ordinance to permit the construction. National Guardian Life now occupies quarters in the Wisconsin Power & Light Co. office building.

Jefferson National Promotes Two

The Jefferson National Life of Indianapolis has named E. E. Ballard assistant agency director, and T. E. Poff office manager, assistant vice-presidents.

Provident L. & A. Group Changes

Jack DuPree, son of a South Carolina agency manager of the Provident Life & Accident, will work out of the home office handling claims for the group department. Clinton Walton, for a number of years with the Provident's

home office as group solicitor, has been transferred to South Carolina in charge of textile groups.

Henning With Provident L. & A.

CHATTANOOGA, TENN.—R. D. Henning of Chicago has been appointed as a member of the home office staff of Provident Life & Accident.

Mr. Henning had been connected with Continental Casualty in Chicago. He will devote most of his time to supervision of the franchise division.

Warren Heads Central, Kan.

Harry Warren, a member of the Kansas senate, was elected president of the Central Life of Fort Scott, Kan., at the annual directors meeting.

Midwest Names Vice-Presidents

J. W. Kinsinger, general counsel for the Midwest Life, and Vernon L. Thompson, agency manager, were advanced to vice-president at the annual meeting. Both retain their former titles.

National Aid on Reserve Basis

OKLAHOMA CITY—H. B. Houghton, president National Aid Life, announces that the company is going on a legal reserve basis and is now issuing new forms. Operating on a level rate

assessment plan since its organization in 1921, the National Aid now has a surplus of \$713,868.

C. H. Bastla Advanced

The Northern Life of London, Can., has appointed C. H. Bastla as supervisor of field service. He has been connected with the company for some time and is regarded as a man of real ability.

Mr. Bastla two years ago took over the duties of the position from Jack Brooks, his predecessor. He is editor of "Norlac News."

NEWS BRIEFS

H. J. Humphrey and W. B. Woods have been elected directors of the North American Life of Toronto. Mr. Humphrey is vice-president and general manager of the eastern lines of the Canadian Pacific Railway. Mr. Woods is vice-president of Gordon Mackey Company, Toronto.

John S. Swift, president John S. Swift Company, Inc., has been elected a director of General American Life.

Walter Burkley, Columbus, O., has been elected treasurer and director of the American Citizens Life. He succeeds the late Dr. E. D. Helfrich. Other new directors are Dr. S. Berliner, Washington, D. C.; A. E. Mc-

bourne, Alliance, O.; H. F. Redick, Cleveland.

George Hunt has been appointed secretary of the Continental Life of Canada, succeeding Charles H. Fuller, who has retired after 40 years of service.

W. H. Nye, prominent business man of Boston, is elected a director of Massachusetts Mutual. He is a vice president and director of the Turner Construction Company, a director of the Boston chamber of commerce and a director of the Harvard Club of Boston. He was actively associated with the construction of Massachusetts Mutual building in Springfield, which was completed in 1927, and has also constructed several other large insurance buildings in New England.

Judge R. P. Dietzman, former chief justice of the Kentucky supreme court, has been elected a director of the Kentucky Home Mutual Life.

At a meeting of directors of the United States Life, N. N. Yakoonikoff was elected treasurer. He has been with the company in charge of its investment portfolio since December, 1937. He replaces Paul R. Danner, who resigned to join the Asia Life in the Philippine Islands.

Unfair TNEC Tactics Criticized

NASHVILLE, TENN.—C. A. Craig, chairman of the board National Life & Accident and president of the American Life Convention, in opening the National Association of Life Underwriters' sales training school here charged federal authorities who are making the monopoly investigation in Washington with "undertaking to bring out everything unfavorable to the American agency system" and refusing to hear anything favorable to it.

In stressing the importance of training, Mr. Craig stated that agents have been criticized in the investigation for failure to render a high order of service to policyholders. Mr. Craig urged agents to improve themselves and remove the possibility of such an accusation.

In answer to charges that the lapse ratios are too high, Mr. Craig admitted that "a large portion of lapses are due to the ignorance of the agent or his desire to serve himself rather than the policyholder."

Made Director



EUGENE A. KINGMAN

E. A. Kingman, prominent lawyer and business man of Providence, has been elected a director of the Phoenix Mutual Life. He succeeds J. R. Ensign, president of the Ensign-Bickford Company, and a director of the Phoenix Mutual since 1914, who requested that he should not be nominated for re-election because of ill health.

Mr. Kingman, a native of Providence, graduated from Yale in 1903 and from Harvard Law School in 1906. Soon after graduation he joined the law firm of Edwards & Angell and has practiced law as a member of that firm ever since.



"LET'S TAKE A LOOK AT THE RECORD"

was often said by a certain candidate for the presidency of the United States.

We did, and found that a man following our ORGANIZED SELLING PLAN gets results reflected in income.

In addition to a proven "Organized Selling Plan" we offer:

- A liberal agency contract.
- A plan for financing your agency.
- Accounting methods to guide you.
- Proven plans for finding—training agents.
- A liberal financing plan for your agents.
- A unique supervisory system.
- Unusually effective selling equipment.
- Policies for every purpose: Regular—Family
 - Juvenile — Women — Group — Payroll
 - Savings, etc.
- Low monthly premiums.

A \$225,000,000.00 Mutual Company, 59 years old
with an understanding, cooperative Home Office.

**THE MINNESOTA MUTUAL
LIFE INSURANCE COMPANY**

Saint Paul, Minnesota

N. Y. Life Makes Many Changes in Supervisory Staff

NEW YORK—New York Life has made a number of important field changes.

R. S. Minier of New Orleans, formerly inspector of agencies in the Gulf department, has been transferred to Atlanta as inspector of agencies in the southern department, succeeding R. L. Cooney, who becomes inspector of agencies at large.

The Gulf and south-central departments have been merged as the Gulf Central department under H. H. Conley as inspector of agencies. He previously held the same post in the south-central department.

Manager L. M. Byrd has been transferred from Cleveland to take charge of the New Orleans agency. Don Parker, manager at Omaha, has been made supervisor of division three of the great middle department and is in personal charge of the Cleveland branch. His successor at Omaha is H. W. Hughes, formerly agent at Kansas City, and president of the Top Club in 1938.

J. M. Schirmer Is Advanced

J. M. Schirmer, formerly supervisor, is now inspector of agencies division one, greater New York department, remaining in charge of the 42nd street branch.

R. L. Campbell, formerly inspector of agencies eastern department, is now inspector of agencies of division two, greater New York department. He continues in charge of his New York City agency.

J. E. Boyer, formerly manager at Oakland, has been made inspector of agencies North Pacific department with headquarters at Seattle and has charge of the Seattle office. The San Francisco branch managed by Arthur Hutchinson has been closed and he has been shifted to Oakland as manager.

Durley Dowell, former Seattle manager, has been made supervisor in the Allegheny department with headquarters in the Pittsburgh branch.

S. W. Sill, formerly manager at Salt Lake City, has been appointed supervisor of division two, central Pacific department. He remains in charge of Salt Lake City branch and now has supervision over Idaho and Montana as well.

Hanson Succeeds Kelloway as Omaha General Agent

E. A. Kelloway, Omaha general agent State Mutual Life, has retired from that post to take over active management of a private business there. He continues as a personal producer of State Mutual.

A. J. Hanson was appointed Nebraska general agent to succeed Mr. Kelloway at Omaha. Mr. Hanson has been senior assistant New York Life in Detroit and has been in insurance work 12 years. He is a Minnesotan and University of Minnesota graduate. After navy service in the world war he was connected with a publishing business in Cleveland, becoming sales manager and doing much recruiting and training of agents. He sold on a part-time basis for New York Life, then entered the business with that company, being assigned to Toledo for 2½ years, then to Detroit.

Mr. Kelloway has been with State Mutual as general agent since 1931, first at San Francisco in 1931-33, then was transferred to Omaha.

Security Mutual Men Meet

President F. D. Russell of Security Mutual Life, Binghamton, N. Y., discussed production plans for this year and a program of development of the recently reorganized accident and health department at a meeting of field men in New York this week. F. L. Mable, su-

LIFE SALES MEETINGS

American Mutual Leaders in Florida

MIAMI, FLA.—The American Mutual Life's Pioneer, Pacemaker and President's production clubs held their annual convention here this week. The home office delegation was headed by A. H. Hoffman, president.

After the records of 1939 were reviewed and general plans for 1940 announced by John J. Moriarty, agency



A. H. HOFFMAN

vice-president, the theme of the meeting, "Increased Profits in 1940," was presented by H. S. McConachie, assistant superintendent of agents. George F. Wall, secretary, spoke on "Increased Investment Profits." A. W. Larsen, actuary, in discussing "Increased Profits Through New Merchandise" announced two new policy forms: a family maintenance agreement which can be attached to any new policy except term or economic adjustment; and a new "double protector" policy which provides double the face amount of protection during the policy years prior to age 62, with the face amount itself being fully paid up at that age. Dr. E. B. Mountain, medical director, told the agents how they could get "Increased Profits from Underwriting" and R. B. Reynolds, director of sales service, discussed "Profits from the Use of Company Literature."

The rest of the business meeting followed the same general theme with leading agents discussing prestige, old policyholders, time control, larger policies, programming, and persistency as sources of profit in 1940.

Preston H. Luin, Des Moines, general agent, was announced as Production Club president for having the largest amount of paid premiums; James P. McMahon, Waterloo, Ia., general agent, was named vice-president. R. M. Threlkeld, Sr., Cedar Rapids, Ia., general agent, was awarded the president's trophy for the agency ranking first in general accomplishment based on production, organization, conservation, and high average of policies; Harold L. Fuller, Omaha, general agent, was named "persistency chief" for having led the entire company in that respect.

Members of the President's Club, requiring \$6,500 in paid premiums, were guests of President A. H. Hoffman on a deep sea fishing trip.

perintendent of agencies; H. I. Kapp, home office representative in New York City, and D. T. Hirsch, head of the New York City agency bearing his name, also were on the program.

President Brainard at Chicago Rally

President M. B. Brainard of Aetna Life; S. T. Whatley, agency vice-president; R. B. Coolidge, superintendent of agencies; W. H. Dallas, vice-president in charge of underwriting, and several other home office officials attended the annual sales congress of the R. S. Edwards general agency in Chicago. A feature at the annual banquet was the presentation to Mr. Whatley, the honor guest, of a plaque on which the words "Howdy, Chief," had been spelled out by small pictures of agents who contributed in a special drive in his honor. The dinner was sponsored by the "Big Ten" of agency leaders. President Brainard talked on the state of the company and Mr. Edwards awarded plaques to leading agents.

The morning business session was split up in two gatherings, the first with Rudolph LeBoy, one of the leading agents, as chairman, and the second with A. E. Hicks, Joliet, as chairman. Clark Smrha, group field supervisor, Chicago,

talked on group insurance in the first session. There was an "Information Please" skit, with F. H. Plaisted, general agent South Bend, as inquisitor. Prizes were awarded to members of two teams making the best showing in giving answers. D. E. Hanson, assistant general agent Cleveland, spoke on "There Are No Short Cuts."

In the second session A. J. Higgins, manager accident department Chicago branch Aetna Casualty, talked on "Completing the Circle of Protection." R. J. Curry, assistant general agent, Chicago, spoke on social security, and Mr. Coolidge on "Looking at 1940."

In the afternoon there were four clinics, on life, group accident and social security, with Mr. Dallas, Walter Van Dyck, group manager Chicago; Allin Kahrl of the home office accident department and J. H. Reichman, supervisor at Chicago, respectively, in charge.

In the social security clinic, which was an innovation, provisions of the federal act were explained and the opportunities were shown which it creates for life insurance production.

Victory Life to Meet Feb. 11-13

The Victory Life of Kansas will hold its agency convention Feb. 11-13 at Excelsior Springs, Mo. About 50 agents,

Forty-Sixth Year of Dependable Service

THE STATE LIFE of Indiana is a purely mutual, old-line, legal reserve Company in its forty-sixth year of dependable service. . . . Has paid over \$123,000,000 to policyholders and beneficiaries, and in addition holds assets of over \$53,000,000 for their benefit. . . . Issues a wide range of policies from ages one day to sixty-five years, including Juvenile, Educational Fund, Family Income, and other up-to-date forms. . . . Agency opportunities with complete training and service facilities for those qualified.

THE
STATE LIFE
INSURANCE COMPANY

Indianapolis
Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

winners in a recent contest, will attend. An educational and inspirational program is being arranged.

The Victory Life in 1939 showed an increase of 76 percent in paid business. Insurance in force gained over \$1,000,000. Total business written in 1939, the largest in history, amounted to \$5,630,000.

Northwestern Holds State Group Meets

PEORIA, ILL. — The Illinois Association of Northwestern Mutual Agents held its annual meeting here. At the general session Paul W. Kaiser, Waukegan, was chairman. Welcome was extended by C. R. Garrett, Peoria general agent and host, with response and the keynote address by C. L. Egbert, Kewanee, president state association. W. L. Cramer, Paris, was spokesman of the district agents, and Douglas McLain, Springfield, for special and soliciting agents. Martin Graham, Chicago, spoke on "You Should Know." Round-table discussion leaders were Ken Turman, C. B. Younger, R. E. Costello, D. E. Anderson, Ed Hemann, Jos Mondino and George Keene.

C. L. Egbert was chairman on the second day when R. C. Ferguson of "Successful Farming," spoke on "Life Insurance Buyers in the Farm Field," and Wm. Ray Chapman, assistant director of agencies, discussed "Security Income." B. J. Stumm, general agent at Aurora, was luncheon chairman. Honors were awarded state leaders. Presiding at the afternoon session was Thomas Lauer, Joliet, and speakers included Dr. R. H. Feldt, assistant medical director, on "Underwriting Helps"; Edmund Fitzgerald, vice-president, discussing "The Annual Statement," and Grant L. Hill, agency director, speaking on "Opportunities for 1940."

IOWA AGENTS TO MEET

The annual meeting of the Northwestern Mutual Iowa Agents Association will be held in Ottumwa, Ia., Jan. 29-30. George W. Rudiger, Washington, Ia., is president. J. H. Copeland, general agent at Davenport, will be host. Company officials who will attend will include President M. J. Cleary, Grant L. Hill, director of agencies; Jos. T. Gallagher, superintendent of claims, and Wm. Ray Chapman, assistant agency director.

Chairmen of the various sessions will be David Harris, Des Moines; Mr. Rudiger; Dennis McTigue, Fort Dodge, and A. D. Fogarty, Des Moines. Mr. Copeland will be chairman of the first luncheon meeting at which Mr. Cleary will be the main speaker. The Iowa general agents will entertain the field men at dinner Monday night when Mr. Cleary will again speak and at which production awards will be presented.

SCHEDULE DETROIT GATHERING

DETROIT—Producers from 11 agencies of the Northwestern Mutual Life in Michigan and Ohio will gather here Feb. 5-6 for a regional conference. C. R. Eckert, Detroit general agent, is handling arrangements.

Edmund Fitzgerald, vice-president; Grant L. Hill, director of agencies, and Warren Lundgren and Ralph Emerson, assistant directors of agencies, will represent the home office. On the first evening the entire group will be Mr. Eckert's guests at a banquet.

Home Life General Agents Hold Chicago Gathering

General agents of Home Life of New York in the midwest held a three day regional gathering in Chicago last week. Arrangements were in charge of John F. Walsh, Chicago, assistant superintendent of agencies in charge of the mid-west, who presided and introduced four home office officials. These were William P. Worthington, superintendent of agencies, and three assistant superintendents of agencies, E. C. Kelly, Jr.,

John H. Evans and Alan B. Doran. Another regional meeting soon will be held in New York City. The Chicago gathering drew general agents from Illinois, Iowa, Michigan, Kansas City, St. Louis, Denver, Salt Lake City and Minneapolis. C. C. Fulton, agency vice-president was scheduled to speak, but was ill and could not attend.

Bankers of Iowa Premier Club Meets in Florida

Forty-two members of the President's Premier Club of the Bankers Life of Iowa and home office representatives attended the annual meeting in Palm Beach.

In recognition of his leadership in 1939 premium income, H. Malcolm Teare, New York City, was named club president. Other officers are: Vice-presidents, R. P. Tucker of Elgin; Joseph Janciar, Pittsburgh; E. G. Bryant, Spokane; James Teeters, Indianapolis; B. H. Demarest, Grand Rapids; Mrs. I. B. Odell, Seattle; W. F. Bald, Decatur; H. C. Portwood, Cedar Rapids, and C. E. Sprague, Kansas City.

Home office men attending included: President Gerard S. Nollen, Vice-president W. W. Jaeger, G. W. Fowler, vice-president and treasurer; B. N. Mills, secretary; W. F. Winterble, director of agencies; M. E. Lewis, superintendent of agencies; and J. H. McCarroll, advertising manager.

The second and last of the company's honor club schools will be held in April, when the Bankers Life's "Regionnaces" will gather in Des Moines at the dedication of the new home office building.

Midwest Life Conference

LINCOLN, NEB. — General agents of the Midwest Life who produced more than \$250,000 during 1939 were guests here at a two-day agency meeting in which plans for the current year were discussed.

Republic National Parley Jan. 29

DALLAS — The first annual convention of general agents of the Republic National Life will be held at the home office Jan. 29-30. The new agents' re-

tirement plan will be discussed. Under this plan, which in the future will be part of every agent's contract, men who stay with the company will be assured of a retirement income when they reach a given age or have been with the company a certain number of years.

Hold Indiana Regional Meet

A regional meeting for Wisconsin National Life agents in Indiana under the supervision of Robert N. Sine was held in Lafayette, with 15 agents attending. Results achieved in 1939 were reviewed and the program for 1940 activities outlined. Several new policies issued by the company were discussed and especially well received. At the luncheon brief talks were made by the wives of the agents, a number of whom were present.

Ohio State Speakers Announced

COLUMBUS, O.—George H. Harris, director of public relations Sun Life of Canada, will speak at the banquet here Jan. 30, in connection with the \$100,000,000 celebration convention of the Ohio State Life. Judd Benson, manager home office agency Union Central Life, Cincinnati, will address the general agency managers' conference, Jan. 29. The convention will close with a luncheon Jan. 31 with Superintendent Lloyd of Ohio as speaker.

Patterson in Minneapolis

A. E. Patterson, vice-president Penn Mutual Life, participated in an agency conference in Minneapolis conducted by Leon W. LaBounta, general agent. He said there have been fewer applications for life insurance rejected in that part of the country than in most others.

Franklin Life Texas Meeting

Charles E. Becker, president of Franklin Life, is in Texas this week, attending an agency meeting for the Texas agents of that company.

Eighteen general agents from 10 states attended a two-day conference at the home office of Guarantee Mutual Life of Omaha.

LIFE AGENCY CHANGES

J. J. Crane Made Manager for Northeastern Iowa

John J. Crane has been appointed northeastern Iowa manager of the Mutual Benefit Accident & Health and United Benefit Life, with headquarters at Waterloo, Ia. For the past year he has been agency supervisor of the Walker agency of Salt Lake City, which manages the companies in Utah. He succeeds William Hoover, manager in northeastern Iowa for 17 years, who now retires at the age of 72. Mr. Crane is president of the Salt Lake Accident & Health Association and chairman of the attendance committee of the Salt Lake Life Underwriters Association.

F. E. Walker, president of the Walker agency, has appointed A. H. Good of Ogden, Utah, to succeed Mr. Crane. Mr. Good has been with the agency three years and is secretary of the Ogden Life Underwriters Association.

Birmingham Is Promoted

James Birmingham of Montgomery, Ala., has been appointed district manager of the Lamar Life, being associated with District Manager John W. Lamar. Mr. Birmingham went with the company about a year ago. He is a native of Mississippi. He is a Mississippi State College man. He entered life insurance in 1923 with the Sun Life of Canada and later was with the John Hancock. He is a former general agent of the Security Mutual Life. He served as assistant director of the Alabama Convict Bureau.

Three New General Agents Named by Kansas City Life

The Kansas City Life has named several new general agents. C. L. Rhyne, with the company since last fall, becomes general agent for North Carolina, with headquarters at Charlotte.

Andrew F. Hughes, veteran life man, has been appointed general agent at Detroit.

T. G. Hoffman, whose family has been in the life insurance business many years, takes over the Kentucky general agency, with offices at Lexington.

Conlin Goes to Ann Arbor

F. J. Conlin of the Nathaniel Reese agency of the Provident Mutual at Detroit has been appointed supervisor, making his headquarters at Ann Arbor, Mich., and having charge of four counties. He is a graduate of the University of Michigan and has been with the company for three years. Last year he paid for more new business than any other member of the Detroit agency.

Fair Transferred to N. Y.

Charles A. Fair, Dayton, O., manager of the Travelers, has been promoted to the New York City office. Life and accident and health men there sponsored a testimonial luncheon for Mr. Fair. H. S. Stout, general agent John Hancock Mutual and president Dayton underwriters association; H. L. Binn, general agent Massachusetts Mutual Life and president of the Life Managers group; Emerson Davis, man-

Opens New Memphis Office for National of Vermont



CLYDE R. WELMAN

The National Life of Vermont has appointed Clyde R. Welman, Webster Groves, Mo., who has been with the St. Louis agency for 13½ years, to the new post of general agent in Memphis, Tenn., with a tri-state territory covering southeastern Missouri, the White River section of Arkansas and the western section of Tennessee.

Mr. Welman has been a member of the Leaders Club for nine years. He is a C. L. U. Over 80 percent of all the business he has written remains in force. He attended the University of Missouri. He began his career for the National in Dunkin county, Mo. He has been active in the Lions and was general chairman of the international convention in St. Louis.

ager Mutual Benefit Health & Accident and president of the Dayton Accident & Health Association, and Harry Cutler, special agent of the Travelers, expressed appreciation of Mr. Fair's work in those organizations.

W. C. Barney in New Post

The Bankers National Life has appointed Walter C. Barney general agent at Providence, R. I. He has been district manager for the Union Central Life there. He started as agent of the Mutual Life of New York at New Bedford, Mass., in 1919, and has been with the John Hancock in Boston and the Home Life of New York in Providence. He was once president of the New Bedford Life Underwriters Association.

Andrews Is District Manager

A. P. Andrews was promoted to district manager by Lamar Life with headquarters in Vicksburg, Miss. He formerly was with the Aetna Life and Life & Casualty, and has been a special agent with the Lamar for a year. His personal production won him tenth place in 1939.

Burdette Promoted by Equitable

W. C. Burdette has been promoted to district manager in Jackson, Miss., of the Equitable Society with an enlarged territory of 48 counties. For the last four years Mr. Burdette has been a member of the Equitable Group Millionaires Club and is now a senior member of the board of governors. In 1937 and 1938 Mr. Burdette was leading producer of the Equitable in Mississippi.

Four Field Assistants Change

Four field assistants of the Travelers life, accident and group departments were transferred or promoted. Harry H. Martin of the Indianapolis branch office was promoted to assistant manager

there. E. N. Ollikainen of the Brooklyn branch was transferred to the Empire State branch in New York City as field assistant. J. F. Dwinell, Jr., of the Boston branch, and P. H. Bixby, of the St. Paul branch were promoted to assistant managers of their offices.

Hickman Takes Arizona

Pacific National Life has appointed Gene Hickman general agent for Arizona with headquarters at Phoenix. He has been home office general agent in Salt Lake City for 10 years.

R. L. Hill in New Evansville Post

Robert L. Hill has been appointed general agent at Evansville, Ind., by Northwestern National Life with headquarters in the Old National Bank building. For the past 15 years he has been with Mutual Benefit, first in Kentucky and more recently as district agent at Evansville. He is chairman of the program committee of the Evansville Association of Life Underwriters.

Kohl Named District Agent

Connecticut Mutual Life appointed Harrison Kohl district agent with offices in Mason City, Ia. He has charge of several northern Iowa counties. He was a former Missouri Valley conference track mile champion and anchor man on one of Drake University's best mile relay teams.

Volunteer Promotes Two Leaders

W. H. Stevenson, manager Volunteer State Life at Florence, S. C., has been promoted to manager at Columbia, S. C., in charge of central and southern South Carolina.

In 1939 Mr. Stevenson was leading producer for the Volunteer.

J. B. Stackhouse has been made co-general agent with his father, G. B. Stackhouse, at Mullins, S. C. He was a leading producer last year.

Earle Harrison, who for the past two years has been representing Rotary International Club, has been appointed district representative of the Mutual Life of New York at Malvern, Ark. He was formerly with the Sun Life.

NEW YORK

SPIKER AGENCY ORGANIZER

W. A. Spiker, formerly resident manager in New York City for THE NATIONAL UNDERWRITER, has been appointed agency organizer of the C. C. Gearhart agency of the New York Life in New York City. Mr. Spiker has been in the life insurance business since January, 1938, and has been with the New York Life a little more than a year.

CONSOLIDATION ANNOUNCED

Consolidation of the Typond-Lee general agency of the United States Life with the J. F. MacGrath, Jr., general agency in New York City is announced. This move shifts J. Y. Typond to the MacGrath agency at 101 Fifth avenue, New York City, where he will make his headquarters, serving as manager of the Chinese division. In his new connection, Mr. Typond will devote his entire time to the further development of Chinese business in New York City and vicinity.

The offices of the former Typond-Lee Agency at 40 Mott street will continue under the direct supervision of Mr. Typond, with Lee J. Way and Gin Lee in charge. Mr. Typond has been with the United States Life since August, 1936, previous to which he was in the insurance business as a general broker for 10 years. He was born in New York City, and graduated from N. Y. U. with a degree of bachelor of commercial science.

CLARK IS ASSOCIATE MANAGER

George R. Clark is appointed associate manager of the R. A. Beatty agency of Security Mutual Life at 123 William street, New York City.

N. Y. UNIVERSITY COURSES

Classes in life, fire, casualty, insurance law, social insurance and insurance principles will open Jan. 31 at New York University's school of commerce, account, and finance. An evening session of life insurance principles and structure is being offered for night students and an entirely new course in psychology of life insurance salesmanship is offered by J. E. Bragg, manager Guardian Life of New York, New York City.

Courses in principles of fire and casualty insurance which meet the requirements of candidates for the New York state brokerage examinations will be offered as in the past. This may be completed in one semester. S. B. Ackerman is professor of insurance.

CHICAGO

HILL NOW IN CHICAGO

James G. Hill, formerly general agent of the Connecticut Mutual Life at Nashville, who was appointed general agent in Chicago to succeed the Williamson & Wellbeloved firm, has arrived and made the first step toward building up a larger organization. He and his family have taken their residence at Hinsdale. The office will be moved about March 4 to 825 Field building. Mr. Hill will not seek brokerage. His aim will be to establish an organization of full time salesmen devoting all their energy to the Connecticut Mutual. Mr. Hill did a fine piece of work in business building at Nashville. He was educated in the E. F. White agency of Dallas and is regarded as one of the most promising of the younger general agents.

W. W. Williamson continues as associate general agent. He has a fine personal clientele.

ROYER RETURNS HOME

H. G. Royer, president of the Great Northern Life, arrived at his office in Chicago Monday after a month's absence, making an agency trip that took him to the Pacific Coast.

ANSTETT CHICAGO SPEAKER

At a meeting of the Chicago Claim Association, with a large attendance, Charles P. Anstett, superintendent inspection department New York Life, spoke on "Ciné Surveillance." More than 75 attended.

Mr. Anstett told how motion picture cameras can be used to detect fraud where disability claims are involved. He

presented a motion picture study of actual investigations, and discussed the technical phases of taking such pictures so that they could be admitted as evidence in court.

WORK WITH CHICAGO AGENTS

George C. Coulson and Richard Pille, agency assistants Connecticut Mutual at the home office, are in Chicago this week working with the agents and conducting an advanced training course in the Zimmerman agency. They are conducting field work with the agents, with a goal of one new program for each agent in the week. This is based on Connecticut Mutual's new estate extension plan.

FRED S. JAMES ANNUAL DINNER

The annual dinner dance of the Employees Association of Fred S. James & Co., of Chicago was held Thursday evening. Election of officers for the ensuing year was held at the same time. C. F. Lundquist, head of the life department, is the retiring president. An innovation for this year's affair has been an invitation to employees' families and office and associated brokers to attend.

The office bulletin of Fred S. James & Co., urges the office agents to make a special endeavor to close life insurance cases with as much dispatch as possible, citing the rumor that there is to be a rate increase among non-participating companies either Feb. 1 or March 1. "We are informed," the bulletin states, "that it is to be soft pedaled and no advance notice will be given us as in the past. If these rumors are true, we had

Northwestern Mutual Agent's Splendid Record

Over a period of 20 years, interrupted only by army service, Henry W. Shedd



H. W. Shedd

of the Hobart & Oates agency of the Northwestern Mutual Life in Chicago has enjoyed the unique record of being leader in volume of paid business for four years, second in volume for four years, and first in number of paid lives for 14 years. He has also qualified for 66 consecutive months in the Northwestern Mutual's "4-L Club," which requires a minimum production of four lives a month.

More than half of Mr. Shedd's annual production embraces business from former clients indicating satisfaction in service rendered over the years. In addition to activity in local agency affairs, Mr. Shedd is president of the Northwestern Mutual C. L. U. chapter.

better begin to see some of our prospects who have been considering the purchase of life insurance and have been putting us off in the past. Make the most of the suggestion."

Fred S. James & Co. are general agents for Travelers.

"Our Supplemental Agreement Service has made the purpose of life insurance secure"



STATEMENT BY A
VICE PRESIDENT OF THE COMPANY

Route 4, York
Pennsylvania
June 11, 1938

The Mutual Benefit Life Insurance Company
Newark, New Jersey

Dear Sirs:

When my husband died eight years ago, it was a question in my mind whether I could keep my family of four children together, but the fact that I was receiving life insurance at the time caused me to try to keep the family intact.

We have also kept our home, and even made great improvements in it, until now we have the modern conveniences to help make life easier. Had it not been for the insurance our home would have been sold. Because of the income benefits I received from your company I have been able to give my children the things they needed and also the things they desired. We have always had a car to go wherever we wanted. We could live healthily with proper food and wise medical care, though it was seldom needed. I was able to give the children books and music for their cultural enjoyment.

This spring one of my children graduated from college and will go on to medical school next year. Another has completed her first year of college, and still another will begin college in the fall. It is thus through life insurance benefits that I have been able to keep my children and also to give them what they needed to fit them for life.

I cannot thank you enough for all you have made possible.

Most gratefully yours,

Mary M. P. L. H.

From an
Unsolicited
Letter.

FOUNDED  IN 1845

The Mutual Benefit
LIFE INSURANCE COMPANY
NEWARK, NEW JERSEY

Life Accident & Health Group

A JOB WITH A FUTURE

Supervisory and Managerial Opportunities

Liberal agency expansion program provides openings for life insurance men of proved production ability. Adequate financial support to those who can qualify.

Address K-99, The National Underwriter, 175 W. Jackson Blvd., Chicago

Combination Family Group Salary Savings

Ban on Working Waived to Help Disability Neurotics

NEW YORK—Some life companies are making gratifying progress in rehabilitating neurotic disability claimants particularly persons who have developed a complex against going back to work even though their doctors know that work would be the best medicine for them.

This type of case is totally different from the malingering, who knows perfectly well that he is not disabled and is merely putting it over on the insurers. Neurotics of the types which can be rehabilitated are often pitiable specimens and when brought back to a life of usefulness are enthusiastically grateful to the company for its help.

Companies Waive Rights

Essentially the method is to agree not to cut off disability income payments during an agreed-upon period during which the policyholder tries going back to work. Obviously, this procedure can be followed only where the company is convinced that the insured is sincerely interested in working again but has developed a morbid fear, amounting to a neurosis, that he will lose his disability income as soon as the company finds he is working. The neurotic's particular fear is that he will work just long enough to lose his disability pension and then find he is still unfitted for work and must go through another waiting period in order to re-establish his claim for disability and maybe not get it even then.

This fear not only prevents the neurotic policyholder from trying to make a comeback but may haunt him so that he fails to make good when he tries, whereas if his mind were free of worry he would get along all right.

Several Types of Cases

Disability neurotics may be either recovered mental cases or persons convalescing from heart disease, tuberculosis, and certain other ailments. Whether the cause of their plight is mental or physical, they reach a stage in convalescence where the existence of a steady, even though small, income which is dependent on their continuing to be disabled seems to retard further recovery. In some cases, the patient's doctor will frankly tell the claim representative that the disability check is what is keeping the man disabled, that the best cure would be to discontinue the monthly payments entirely.

The latter remedy is too drastic, since after all the patient is actually still disabled. However, it is sometimes necessary to threaten a policyholder with stopping payments on the ground that he is recovered, even though the company has informed his physician that it does not intend to go through with the threat. In fact, all these cases are handled in the closest cooperation with the patient's personal physician. Furthermore, the company is careful never to recommend a physician, since it would not be ethical to do so.

Physical vs. Mental

It does seem strange that in the case of a patient recovering from a nervous breakdown there should be a mental quirk which would militate against his return to normal activity. Yet neuroses arising from physical conditions can be just as difficult to cure as the purely mental type.

When a certain type of heart case is well on the road to recovery, the worst thing the patient can do is to sit around the house all day and worry about himself. The least little pain and he thinks he is going to have another heart attack, even though it may have been months since the last one and it may turn out that he never has another. A patient of this type should go back to work, taking things easy for a while, missing trains rather than running for them and in general eschewing the ab-

normal strains that a normal man puts on his heart. It is surprising how many persons with impaired hearts are able to lead their accustomed lives once they get over the idea that work means death.

Lawyer Made Comeback

To a layman the mental cases would seem harder to rehabilitate than those having merely a physical basis. Yet many of them have been brought back to lives of usefulness. For example, a brilliant lawyer had to leave his practice because of a nervous breakdown and for a time was confined to an institution. He recovered but was fearful of going back to work because he had become dependent on the regular disability checks. On being assured that he would not lose his disability income while trying to stage a comeback, he resumed his practice and soon found he was as good as ever. Not only had the company been able to close an expensive disability case but had the satisfaction of knowing it had given invaluable aid to a policyholder. Naturally, this man cannot say too much in favor of the companies that helped him.

Important in helping the patient back to normal life is the sort of employment opportunity open to him. The best outlook is where there is work waiting for him, either his old job or another that appeals to him and that he feels confident of being able to handle. On the other hand, if his prospective work is such that it is likely to blast his newly reacquired self-confidence, he is going to be right back in the insurance company's lap before long. The toughest situation is where a man has been practicing as a doctor, lawyer, or in some other profession, or has operated a small business of his own and is faced with the long struggle of building up again practically from scratch. Yet even these cases have been successfully rehabilitated.

Companies that have gone into this field have taken the stand that letting

claimants try their hand at working without endangering their disability income constitutes a form of occupational therapy and that is what it is, not only theoretically but actually. Companies that first tried it were sometimes hampered by the fact that a policyholder, by reason of having disability insurance with several companies was fearful of losing a large part of his income even though one company agreed to play ball. As more companies have become convinced of the practicality of rehabilitating disabled policyholders where circumstances warrant it non-cooperation has become less of an obstacle.

Cases Handled Individually

Each of the rehabilitation cases is handled as an individual matter. There is no standardized procedure, since every case is different. The essential element is the sincere good faith of the insured in wanting to get back to work as soon as his condition will permit his working at his former occupation or a line of work suited to his abilities and training. Fortunately it has not proven difficult to distinguish between sincere candidates for rehabilitation and fakers interested merely in maintaining a pipe line to the company's bank account.

Have Staff of Experts

The companies which go in for rehabilitation have medical experts who are familiar with this type of work. When a disability claim man has a case which he thinks might possibly be rehabilitated, the claim department takes it up with the medical specialists and in the light of all the factors involved a decision is reached as to whether the case warrants an attempt at rehabilitation.

Naturally, by no means all cases attempted are successful but the successes have been so frequent that there is no longer any doubt of its value. The loss in the case of those who can not be brought back to usefulness is slight, particularly when compared with the savings on those who are restored to normal lives and dropped from the disability rolls. And, of course, the savings in terms of human value, while not measurable merely in dollars, are even more important.

morning, it has a tendency to get the agents on the street at an early hour; Mr. Coolidge declared.

In a round-table discussion of the training following the talk, it was brought out that the training should continue over a long period. Preliminary training until the agent can get out and sell by himself is by no means adequate.

Kansas City Managers Name Mura Head of Group

KANSAS CITY — E. G. Mura, general agent New England Mutual Life, was elected president of the General Agents & Managers Association at its annual meeting here. He succeeds E. G. Mercer, general agent Lincoln National Life. J. E. Miller, Columbian National Life, was elected vice-president, and R. L. Fitzgerald, Kansas City Life, secretary-treasurer.

S. C. Pearson, Northwestern Mutual, and C. V. Cochran, General American, are new members of the executive committee. J. H. Birmingham, Phoenix Mutual, and R. J. Costigan, Business Men's Assurance, are carryover directors. J. T. Langston, Kansas City Life, discussed amendments to the social security act.

Streamlined Presentations Urged

PITTSBURGH — Recruiting and training of salesmen was discussed before the Pittsburgh Supervisors Club by A. C. Fox, district manager for the Fuller Brush Company. Mr. Fox credited much of his company's sales success to the fact that its representatives are taught to streamline their presentations. Eighty-five percent of their selling time is devoted to discussion of the utility of the product, not appearance, price and so forth.

Mr. Fox stressed the importance of humanizing the relationship between the salesman and his company, in "getting a hold of a man's heart long enough so that you will find an opportunity to pour something into his head." Approach is considered 75 percent of selling in his business, according to Mr. Fox.

George H. Harris, director of public relations Sun Life of Canada, will speak at the Feb. 2 meeting.

Wandling Is Wichita President

WICHITA — Lee Wandling, Wichita manager Equitable Society, was elected president Wichita General Agents & Managers Association succeeding Lee H. Leavell, John Hancock Mutual. Others named were John J. McLean, Union Central, vice-president; and W. H. Nicholls, Penn Mutual, secretary-treasurer. A "steering committee" will conduct the year's activity.

Cashiers Discuss Personnel

LOS ANGELES—Discussion of personnel took up the dinner meeting of the Life Insurance Cashiers Association. The question of discipline was considered. Work hours, rest periods, vacations, illness, social activities in and out of the office, moral stimulation and handling errors were discussed.

Nashville Managers Elect

NASHVILLE — The Managers & General Agents Association elected these officers: President, N. C. Hughes, manager New York Life; vice-president, J. V. Tupper, Massachusetts Mutual, and secretary-treasurer, T. P. Henderson, National Life & Accident.

Sun Life Managers Meet in Omaha

OMAHA — Sun Life of Canada managers from 10 states gathered here for a regional managers' conference. W. S. Penny, director of agencies, and Seth C. H. Taylor, superintendent of agencies, both of Montreal, conferred with managers, mapping plans for the coming year. Mr. Taylor is the son of C. W.

AGENCY MANAGEMENT

Essential Factors in Training New Men Analyzed by R. B. Coolidge

DETROIT—Training of agents is the most controversial factor in agency management, with the single exception of financing. R. B. Coolidge, superintendent of agencies Aetna Life, told the Associated Life General Agents & Managers.

A good training system should include as an absolute minimum, these factors: a working knowledge of life insurance, a standard plan of selling and prospecting, the establishing of good working habits and the instilling of an enthusiasm for the business. The first factor is by far the easiest to impart. The standard plan of selling should include the effective use of an organized sales plan. Such a plan should have two fundamental features: it should be simple, and yet should be a plan that definitely gets results. Sometimes the very simple plans are too simple to sell; they leave the prospect cold because they do not appeal sufficiently to his imagination.

The best way to handle the new agent is to teach him a simple programming plan that he can deliver in a few minutes. He does not need to know all there is to know about life insurance before he can use such a plan effectively. With a very little real knowledge of the business, he can go out into the field and begin selling early in his career, and that will do much to bind him to the business permanently, allowing him to

acquire additional knowledge as he works.

"Some general agents believe that inside drilling is sufficient in training men; others believe that most of the training should be done in the field, jointly with a supervisor or more experienced underwriter. I believe that the most effective method is a combination of these two methods. Sometimes a man who shows up well in inside drill does not do so well in the actual presence of the prospect. When we go out with such men and watch them at work, we can often place a finger immediately upon the trouble," Mr. Coolidge said.

A systematic prospecting program is probably the most important factor in training. If the new agent is properly trained in prospecting, he should succeed regardless of other considerations, but if he is trained on all other points and prospecting is neglected, he will inevitably fail. "Forty-nine percent of our best agents have reported that their principal difficulty lay in prospecting," he said.

The development of good working habits is important. The majority of agents experience trouble in the use of their time. There is a close relationship between prospecting and good working habits. It is up to the supervisor to set a good example in this matter of working habits. If the general agent gets down to the office early in the

Taylor, Nebraska superintendent of public instruction. F. L. South, Omaha branch manager, arranged the two-day meeting.

Ross Heads N. J. Supervisors

Clarence A. Ross, supervisor of the J. B. MacWhinney agency of John Hancock Mutual Life in Newark has been elected president of the Life Agency Supervisors Association of Northern New Jersey. He succeeds W. E. Davies, who has resigned to become Louisville general agent of the Equitable Life of Iowa.

AGENCY NEWS

Bates Honors Leaders

SAN FRANCISCO — Following his return from the New York Life's Florida conference, Dudley S. Bates, San Francisco agency director and agency inspector for the western division, was host at a luncheon with leading producers as honored guests.

Paret Agency Elects

CAMDEN, N. J.—Edwin A. Sawin has been elected president of the Louis F. Paret agency Agents Association for 1940, Miss Alice Roche, secretary, and N. M. Brooks, treasurer. The association has been in existence for a number of years and promotes good fellowship.

Saul Observes 15th Anniversary

H. G. Saul, Los Angeles, general agent John Hancock Mutual, ordinary department, observed Jan. 21 his 15th anniversary in that capacity. An agency luncheon was held as a part of an all-day agency meeting.

Honor Memphis General Agent

MEMPHIS—S. T. Whatley, vice-president of the Aetna Life, was host at a luncheon here in honor of T. P. McCormack, new general agent here. W. H. Bonney, cashier, arranged for the entertainment of the 60 guests.

The Davenport, Ia., agency of Provident Mutual Life had one of its best years in 1939, experiencing a 74 percent gain in new paid for business over 1938. It ranked first among all Provident agencies in the percentage of quota gained which was 44 percent, and second in percentage of increase. C. A. Connor is general agent.

We neither ask nor expect any GOOD agent to leave his good company to come with us—

—but if there's some bright youngster in your neighborhood honin' to get into insurance work whom YOU'RE too busy to train, tell us about him.

Guardian Life
Insurance Company
Madison, Wisconsin

Past Presidents Honored at Luncheon in Indianapolis

Past presidents of the Indianapolis Association of Life Underwriters were guests of honor at a luncheon there and were presented by Eber M. Spence, Provident Mutual, president. Isaac Pinus, now retired and a resident of Chicago, is the earliest past-president now living, having served in 1911, 1912 and 1919. He planned to be present, but was forced to cancel plans and sent a telegram of greetings.

The past-presidents introduced are: W. E. Osborn, Provident Mutual, 1916; Fred Dickerman, Standard Life of Indiana, 1925; W. H. Meub, New England Mutual, 1927; R. H. Habbe, Massachusetts Mutual, 1928; J. T. Traylor, Northwestern National, 1929; J. P. Meek, Acacia Mutual, 1931; E. A. Crane, Northwestern Mutual, 1932; C. F. Maetschke, Prudential, 1933; J. L. Rainey, Guardian Life, 1935; D. W. Flickinger, John Hancock, 1936; W. J. Greener, Equitable Society, 1937, and Hilbert Rust, R. & R. Service, 1938.

Past-presidents living in Indianapolis who were unable to attend and who sent greetings are: G. R. Wilson, State Life of Indiana, 1914; G. M. Spiegel, Indiana insurance department, 1918; P. W. Simpson, Aetna, 1924; H. A. Luckey, State Mutual, 1930, and H. E. Nyhart, Connecticut General, 1934.

Paul Speicher, R. & R. Service, speaking on "Looking Forward in 1940," commented on the public confidence achieved by life insurance in this country through its proven ability to weather depressions.

The association, President Spence announced, is making a good drive for increased membership, a number of offices now being signed up 100 percent.

Zimmerman on the Wing

Eight addresses before state and local groups have been scheduled during February and March by Charles J. Zimmerman of Chicago, president National Association of Life Underwriters. His talks will cover associations in the east, middle west and south, and will include state meetings, sales congresses and joint gatherings. In each instance the National association head will speak before meetings of general agents and managers and conferences of association officials as well as association sessions.

His schedule is as follows: Feb. 1, Dallas, Texas state congress; 14, Baltimore, joint meeting with District of Columbia association; 15, Newark, Northern New Jersey association; 16, Bridgeport association; 24, Indianapolis, sales congress; 27, Battle Creek, joint meeting with Jackson, Kalamazoo, Lansing and Grand Rapids associations.

March 14, St. Louis association; 21, Cincinnati sales congress.

Cincinnati Congress Speakers

Several of the speakers have been announced for the tri-state sales congress at Cincinnati March 21. Agents will attend from points in Ohio, Kentucky and Indiana. Speakers announced are C. J. Zimmerman, president National Association of Life Underwriters; C. O. Fischer, vice-president Massachusetts Mutual Life; John Witherspoon, Nashville general agent John Hancock Mutual.

In the afternoon Judd C. Benson, Cincinnati manager Union Central, will conduct a sales symposium assisted by four Cincinnati agents.

Andrew B. Dygert, Northwestern Mutual Life, Minneapolis, has been re-elected president of the Minneapolis Area council Boy Scouts. Frank S. Preston, executive secretary Minnesota Association of Insurance Agents, was elected vice-president.

NEWS OF LIFE ASSOCIATIONS

Plan Portland, Ore., Sales Congress Feb. 19

PORTLAND, ORE.—The annual sales congress will be held here Feb. 19, Stuart R. Strong, associate general agent State Mutual Life and association president, announced. The general chairman is S. D. Chapin, Mutual Life of New York. Committee chairmen include: Program, S. B. Thompson, Penn Mutual; publicity, Talmage Smith, Merrifield agency Connecticut Mutual, and attendance and tickets, F. B. Hook, Prudential. There will be a luncheon and an afternoon session with talks by successful agents.

The congress will be held in cooperation with the "Leaders Banquet," sponsored by the Portland Life Managers Association, to be held that evening. T. J. Binder, Equitable of Iowa, is chairman for the banquet.

C. H. Twiss, manager Portland north district Metropolitan; I. E. Herwin, manager Portland south district, and members of their staffs addressed the January meeting on the subject, "Business Is Good." These two districts made outstanding records in 1939, together paying for approximately \$2,500,000 ordinary, being the leading offices in the Pacific Coast territory where there are two or more districts, and being near the top countrywide in the Metropolitan. Their average production of ordinary per agent was higher than the national average for all agents and was in addition to their debit work.

Joint Meeting in Wichita

The Wichita (Kan.) Insurers and Wichita Life Underwriters Association are holding a joint meeting Feb. 1 to discuss problems that are common to

both life and fire interests and to develop better understanding between the two groups.

St. Paul—There is a definite place in the life insurance business for older women, said Mrs. Marie Booth, St. Paul, in a talk at the quarterly luncheon of Twin City women underwriters.

"After all," she said, "the woman of 50 is experienced, she has the ability which comes from experience and she has won a definite place in the business world."

Chicago—Twenty-eight producers, agency heads and supervisors will speak to the sales training course starting Jan. 27 and continuing for 13 weeks.

Toledo—Stanley E. Martin, Columbus general agent for State Mutual Life, gave a talk.

Mr. Martin said the traditional way of selling life insurance is erroneous; problems of life must be discussed, not argued. There must be no debate, no trick questions and answers, and no arguments during the interview, he said. "The problem of continuance of income for food, shelter and clothing is undebatable. A well-planned and well-delivered sales talk has the following effect on the prospect—he will either buy, lie or be plain stubborn!"

Oklahoma City—Four general agents from Tulsa addressed the January meeting giving "sales ideas that click." They were introduced by Dick Hittson from Tulsa. The speakers were M. P. Johnson, Fidelity Mutual; Richard Norton, Penn Mutual; Hal Little, Minnesota Mutual, and Frank Engle, broker.

Two weeks previously the Oklahoma City association presented the program at Tulsa. It is anticipated that this trading of talent will hereafter be an annual feature.

Milwaukee—E. L. Carson, Equitable Society manager, presented certificates to about 75 who completed the sales training course under the direction of H. C. Fuller, Sr., Northwestern Mutual Life.

Grand Rapids, Mich.—A. R. Jaqua, associate editor Diamond Life Bulletins, attacked phases of proposed governmental entrance into life insurance. Federal government operation which would not compare with the present efficient



PRESSURE - -

is a word that never hangs, like the sword of Damocles, over the heads of members of the Western Life Field Force.

A general agent is never harassed and worried over pressure upon him for more man-power and bigger volume, for the Western Life is committed to a policy of small general agencies.

It is a policy which gives a general agent a comfortable income, pleasantly earned. As an illustration, a general agent appointed in April, 1938 in a city of 25,000, earned in 1939 \$3,399.14 on a personal volume of \$100,250 and a total agency volume of \$247,572 (inclusive of his own). His income from personal production was \$2,171.75 and from agency earnings \$1,227.39.

General agency openings in California, Oregon, Washington, Idaho, Montana, Utah and Wyoming. Look up our financial statement.

WESTERN LIFE INSURANCE COMPANY

Since 1910

MONTANA

HELENA

R. B. RICHARDSON
President

Assets — \$14,453,761
Surplus — \$2,300,000

LEE CANNON
Agency Vice President

private administration. Claims of a 30 percent savings in operating an annuity business are preposterous inasmuch as government control could not affect the life span or mortality rate and interest rates on investments would be less than for private carriers since government securities pay a low interest yield. The agency system pays for itself as the wider spread of coverage gained effects huge economies in individual costs.

Cleveland.—Charles T. Davies, \$1,000,000 policyholder of Wyomissing, Pa., spoke on "Why I Bought Life Insurance." He referred to life insurance as ambition insurance. "Without it I would not be where I am today," he said.

"You in the life insurance business have a wonderful opportunity. You can build your business just as big as you want it without additional financial investment. The only thing you need is intestinal fortitude. And remember that your first duty is to your policyholder. No insurance company pays your salary or commission. It is the men you sell that foot your bills."

Jacksonville, Fla.—America's life insurance agents don't want Uncle Sam dabbling in insurance, Charles J. Zimmerman, Chicago, president National Association, declared at a luncheon meeting. "Efforts of the government to enter into direct competition with private business, as evidenced by recent proposals to sell burial insurance and annuities, and to take over control of insurance now delegated to states, will be resisted by a united front of America's life insurance agents," he declared. "Personal freedom rests on a tripod, of which one leg is representative democracy, another civil liberties and the third, free enterprise. You cannot undermine one of these legs without having the whole structure crumble."

Van Wert, O.—C. E. Perry has been elected president of the newly-organized Van Wert County association. Vernon Terry is vice-president, and J. L. Presler, treasurer. Directors are: Kenneth Kohn, Delmar Cobb, Oscar Bollenbacher, H. L. Milligan, Burdette Todd, and L. F. Scheibley, all of Van Wert, and Lloyd Guthrie of Delphos.

St. Louis.—A. R. Jaqua, associate editor of "Diamond Life Bulletins," in his address defended the American agency system in the sale of life insurance and cited figures to demonstrate the failure of savings bank life insurance plans and indirect selling methods to properly distribute the protection of life insurance among all of the people. He contended that the agent is an integral factor in life insurance and cannot be replaced.

Taking the experience of Massachusetts, a pioneer in the bank life insurance field, he said that in Massachusetts 141 savings banks in co-operation with the public officials and with some subsidy from the commonwealth of Massachusetts had sold only \$17,000,000 of life insurance in 1938, while the people of Massachusetts had purchased a total of \$574,000,000 life insurance through life insurance agents.

Nashville.—Deprived of a president by transfer of J. G. Hill, general agent Connecticut Mutual, to Chicago, the executive committee will advance Vice-president Lawrence Stumb, Bankers Life, president, and elect a new vice-president and a member of the executive committee.

Memphis, Tenn.—The 1940 membership campaign was initiated. Paul Speicher, R. & R. Service, spoke on "Looking Forward in 1940." W. P. Brown, general membership chairman, announced that 11 of the largest local agencies had joined 100 percent.

Pittsburgh.—Approximately 400 attended the January meeting to hear Dr. P. L. Rohrer, clinical psychologist, discuss differences between successful and unsuccessful life agents. Applications of 94 new members were approved. C. T. Davies, Wyomissing, Pa., will speak Feb. 8.

G. P. Kunkelmann, superintendent Prudential here, spoke on "The Little Man" at a luncheon of the New Castle branch and an evening meeting of the Butler branch of the Pittsburgh association.

Kearney, Neb.—C. H. Heyl, director of agencies Bankers Life of Nebraska, discussed the outlook for the agency system and the relation of social security to life insurance.

Oshkosh, Wis.—Alvin Moser, Aetna Life, Milwaukee, president Wisconsin state association, discussed "The Case for Life Insurance" at a dinner meeting of the Fox Rixer Valley association. He spoke on the dangers of federal super-

vision of life insurance as evidenced by testimony given before the Temporary National Economic Committee. Peter Zimmer, superintendent Prudential at Oshkosh, association president, was chairman.

Springfield, Ill.—The ladies night dinner meeting drew attendance of about 125. F. J. Budinger, Chicago, general agent Franklin Life, discussed "Making a Good Agent Good." "Yours truly—Ed Graham" was shown.

Kalamazoo, Mich.—W. G. Kelley, district manager of Metropolitan Life, was installed as association president at a luncheon meeting. Other new officers are: Vice-president, Ralph Richardson, and secretary-treasurer, R. H. Powell.

Port Wayne, Ind.—Increase in income and the ages of insurance buyers will be a decided factor in the sale of life insurance during the next five years, said H. L. Drake, vice-president Empire Life & Accident, Indianapolis, in a talk at the monthly meeting. He predicted that more than 115 billions of insurance would be in force by 1945.

Victoria, B. C.—J. Harry Croft, Great West Life, was elected president.

Coffeyville, Kan.—A new association has been organized with J. L. Dunwoody as president; Fred C. Newberry, vice-president; C. Careton Winston, secretary-treasurer, and Frank W. Sutton, national committeeman. Heretofore Coffeyville has been associated with the Independence association.

Manhattan, Kan.—A. E. Messenheimer, Metropolitan Life, and R. P. Martin, Manhattan Mutual Life, spoke.

Hutchinson, Kan.—A campaign has been launched to secure membership from every licensed agent in the city. Harry F. King is membership chairman.

Kansas City.—The women's division will have charge of the association program Feb. 20, and will present Miss Beatrice Jones, manager women's division, Devitt agency, Equitable Society, New York City, and chairman of the women's division of the National association. Mrs. Mildred Poinexter Miller, Penn Mutual, chairman of the women's division here, will preside. Mrs. Bernice Meistroff, Guardian Life, is in charge of the program.

C. L. U.

Probate Judge Talks in Indianapolis

Probate Judge S. N. Chambers of Indianapolis spoke to the Indianapolis C.L.U. chapter in the first of a series of informal seminars on legal, estate and business problems.

Reese Is Pittsburgh Speaker

J. H. Reese, general agent Penn Mutual Life, Philadelphia, spoke on "Estate Conservation" at the January meeting of the Pittsburgh chapter. A general discussion followed.

Policy Audits Discussed

Policy audits were discussed at the Houston C.L.U. meeting in a discussion led by L. D. Stark. Homer Hewitt, Hendrix Davis, E. A. Gross and W. G. Baker participated.

Offer Course at Buffalo

"Life Insurance Fundamentals, Part I," a 16-week course for preparation for the C.L.U. examinations, is being offered at Millard Fillmore College of the University of Buffalo under joint sponsorship of the Buffalo Life Managers Association, Buffalo Life Underwriters Association and Buffalo C.L.U. chapter.

Russell Speaks in Little Rock

LITTLE ROCK, ARK. — American citizens may soon face a choice between maintenance of life insurance as a private enterprise or as an establishment dominated by the government, F. D. Russell, president Security Mutual Life of Binghamton, said before the Rotary Club here. Mr. Russell praised the competent agents who have sold and maintained the huge sum of life insurance now in force.

Mr. Russell was a guest of Charles B. Erwin, Security Mutual state manager.

POLICIES

New York Life Dividend Scale Is Announced

(CONTINUED FROM PAGE 8)

lations were factual, being the amounts actually paid or declared. The great financial strength always has been maintained, and that has been the chief objective, it was stated.

Dividends on the 1940 scale for all ages 20 and over are presented below for ordinary life, 20 payment life and 20 year endowment, and also at quinquennial ages for three other popular forms. In addition to these, the dividend booklet shows the 10, 15 and 20 year extra dividends. The application of these varies with the forms. For ordinary life the extra dividends are: 10 year \$5, 15 year \$10, and 20 year \$20 for all ages; 20 payment life—10 year \$5, 15 year \$8.75, and 20 year \$17.50, for all ages; 20 year endowment—10 year \$5, 15 year \$5, for all ages; 30 year endowment—10 year \$5, 15 year \$8.75, 20 year \$17.50, for all ages; endowment at age 65 10 year \$7.99, 15 year \$15.87, 20 year \$31.74, 15 and 20 year extra dividends decreasing somewhat at older ages at issue; retirement income at 65 (male)—10 year \$5, 15 year \$10, 20 year \$19.50, the 15 and 20 year extra dividends decreasing slightly at older ages.

The dividends per \$1,000 of insurance are:

Ordinary Life \$1,000		Dividends End of Year—				
Age	2	3	5	10	15	20
20	\$ 5.15	\$ 5.19	\$ 5.28	\$ 5.60	\$ 6.32	\$ 7.09
21	5.19	5.24	5.34	5.68	6.46	7.11
22	5.25	5.31	5.43	5.78	6.52	7.15
23	5.31	5.38	5.50	5.86	6.57	7.17
24	5.31	5.39	5.59	5.95	6.60	7.18
25	5.31	5.39	5.67	6.02	6.65	7.19
26	5.31	5.43	5.76	6.08	6.71	7.22
27	5.42	5.56	5.85	6.13	6.75	7.32
28	5.49	5.65	5.96	6.20	6.81	7.43
29	5.57	5.74	6.05	6.24	6.86	7.45
30	5.67	5.85	6.14	6.33	6.96	7.51
31	5.69	5.91	6.22	6.40	7.02	7.57
32	5.74	5.98	6.27	6.45	7.07	7.63
33	5.74	6.03	6.38	6.55	7.15	7.73
34	5.76	6.08	6.45	6.62	7.22	7.81
35	6.02	6.26	6.55	6.70	7.31	7.91
36	6.47	6.52	6.64	6.76	7.39	8.00
37	6.57	6.62	6.72	6.87	7.49	8.13
38	6.69	6.73	6.82	6.97	7.61	8.26
39	6.77	6.82	6.91	7.08	7.74	8.40
40	6.89	6.93	7.02	7.22	7.89	8.57
41	6.94	7.01	7.12	7.33	8.03	8.74
42	7.09	7.14	7.22	7.48	8.20	8.92
43	7.22	7.26	7.35	7.65	8.37	9.13
44	7.29	7.35	7.47	7.82	8.56	9.37
45	7.44	7.49	7.60	8.00	8.77	9.60
46	7.55	7.62	7.77	8.21	9.00	9.89
47	7.71	7.78	7.94	8.41	9.23	10.21
48	7.86	7.94	8.13	8.65	9.49	10.55
49	8.03	8.12	8.35	8.90	9.78	10.90
50	8.25	8.34	8.59	9.17	10.10	11.29
51	8.44	8.55	8.84	9.45	10.44	11.67
52	8.65	8.80	9.14	9.78	10.83	12.09
53	8.90	9.07	9.44	10.13	11.26	12.52
54	9.18	9.37	9.76	10.50	11.70	12.97
55	9.46	9.67	10.10	10.89	12.15	13.43
56	9.82	10.04	10.49	11.34	12.65	13.93
57	10.18	10.42	10.90	11.82	13.15	14.44
58	10.59	10.84	11.35	12.35	13.70	15.00
59	11.02	11.29	11.84	12.92	14.27	15.59
60	11.48	11.78	12.37	13.49	14.86	16.22
61	12.04	12.34	12.97	14.13	15.50	16.89
62	12.59	12.92	13.61	14.80	16.18	17.58
63	13.21	13.56	14.30	15.49	16.90	18.32
64	13.88	14.27	15.06	16.24	17.68	19.13
65	14.67	15.07	15.87	17.06	18.52	20.00

20 Payment Life		Dividends End of Year—				
Age	2	3	5	10	15	20
20	\$ 5.56	\$ 5.76	\$ 6.25	\$ 7.00	\$ 8.10	\$ 9.36
21	5.56	5.79	6.26	7.10	8.17	9.47
22	5.56	5.80	6.30	7.19	8.22	9.61
23	5.56	5.82	6.34	7.28	8.27	9.75
24	5.56	5.84	6.40	7.36	8.32	9.84
25	5.59	5.90	6.49	7.45	8.42	9.92
26	5.67	5.97	6.58	7.51	8.55	9.98
27	5.72	6.04	6.69	7.56	8.68	10.06
28	5.78	6.12	6.78	7.63	8.78	10.13
29	5.93	6.21	6.89	7.72	8.89	10.20
30	5.97	6.28	6.99	7.78	9.02	10.29
31	6.08	6.36	7.13	7.86	9.12	10.39
32	6.28	6.54	7.28	7.93	9.23	10.50
33	6.60	6.70	7.46	8.01	9.31	10.62
34	6.67	6.84	7.59	8.09	9.39	10.75
35	6.93	7.15	7.70	8.21	9.49	10.87
36	7.07	7.29	7.78	8.31	9.59	11.01
37	7.23	7.47	7.86	8.41	9.70	11.16
38	7.33	7.51	7.94	8.50	9.82	11.31
39	7.42	7.66	8.02	8.58	9.91	11.48
40	7.69	7.85	8.13	8.68	10.02	11.66
41	7.99	7.99	8.21	8.92	10.23	11.85
42	8.00	8.10	8.31	9.03	10.39	12.05
43	8.08	8.19	8.42	9.21	10.55	12.25
44	8.16	8.28	8.53	9.36	10.73	12.50
45	8.26	8.39	8.65	9.52	10.92	12.74
46	8.35	8.49	8.76	9.70	11.10	12.99
47	8.51	8.64	8.92	9.89	11.33	13.29
48	8.63	8.77	9.10	10.07	11.56	13.59
49	8.81	8.95	9.30	10.30	11.81	13.90
50	8.96	9.12	9.54	10.53	12.08	14.24
51	9.13	9.30	9.78	10.78	12.37	14.58
52	9.33	9.52	10.01	11.04	12.70	14.94
53	9.48	9.75	10.27	11.33	13.05	15.31
54	9.75	10.01	10.54	11.65	13.41	15.69

Age	Dividends End of Year—					
	2	3	5	10	15	20
55	9.97	10.27	10.86	11.99	13.79	16.10
56	10.36	10.63	11.19	12.37	14.21	16.54
57	10.66	10.96	11.55	12.79	14.63	16.98
58	11.06	11.35	11.96	13.25	15.09	17.45
59	11.41	11.73	12.38	13.73	15.55	17.94
60	11.87	12.20	12.87	14.25	16.07	18.48

20 Year Endowment						
Age	2	3	5	10	15	20
20	\$ 5.57	\$ 5.78	\$ 6.36	\$ 8.39	\$10.55	\$13.03
21	5.57	5.80	6.44	8.49	10.65	13.10
22	5.57	5.81	6.53	8.57	10.74	13.18
23	5.57	5.84	6.59	8.68	10.85	13.26
24	5.57	5.85	6.70	8.78	10.95	13.35
25	5.60	5.91	6.79	8.85	11.06	13.43
26	5.68	5.98	6.89	8.93	11.15	13.53
27	5.75	6.05	7.02	9.01	11.25	13.60
28	5.81	6.13	7.18	9.08	11.33	13.71
29	5.95	6.22	7.31	9.15	11.42	13.79
30	5.98	6.35	7.48	9.24	11.50	13.89
31	6.10	6.49	7.65	9.32	11.59	13.99
32	6.30	6.74	7.84	9.39	11.67	14.07
33	6.66	7.01	8.02	9.48	11.74	14.20
34	6.76	7.23	8.22	9.55	11.81	14.30
35	6.94	7.40	8.40	9.63	11.86	14.42
36	7.22	7.65	8.52	9.72	11.93	14.54
37	7.24	7.65	8.65	9.80	11.99	14.67
38	7.41	7.88	8.82	9.88	12.05	14.79
39	7.58	8.05	8.98	9.95	12.10	14.92
40	7.81	8.22	9.12	10.04	12.19	15.05
41	8.03	8.39	9.25	10.11	12.32	15.18
42	8.16	8.55	9.36	10.26	12.48	15.34
43	8.36	8.80	9.46	10.43	12.65	15.48
44	8.64	9.00	9.54	10.60	12.82	15.64
45	8.82	9.14	9.66	10.79	13.01	15.81
46	9.07	9.33	9.79	11.01	13.17	15.98
47	9.31	9.51	9.92	11.20	13.33	16.18
48	9.44	9.64	10.06	11.40	13.49	16.36
49	9.59	9.80	10.22	11.63	13.67	16.58
50	9.75	9.95	10.37	11.81	13.86	16.79
51	9.91	10.12	10.55	12.01	14.07	17.02
52	10.10	10.31	10.75	12.22	14.31	17.27
53	10.28	10.51	11.01	12.45	14.57	17.53
54	10.51	10.73	11.32	12.71	14.84	17.80
55	10.72	10.96	11.64	13.01	15.14	18.10
56	10.96	11.24	11.98	13.30	15.46	18.41
57	11.12	11.52	12.24	13.65	15.79	18.74
58	11.57	11.91	12.60	14.04	16.14	19.10
59	11.88	12.25	12.98	14.44	16.53	19.47
60	12.33	12.68	13.40	14.89	16.94	19.88

Annual Financial Exhibits for 1939

(CONTINUED FROM PAGE 2)

total of \$48,304,296, an increase of \$2,271,292. Ohio National policyholders own \$191,052,405 of life insurance, an increase of \$4,790,160.

T. W. Appleby, president, reported to stockholders at the annual meeting that 1939 was the most successful year in history. New business totaled \$25,689,725, a new high record.

Interest earnings, after the deduction of all investment expenses, was 4.38 percent of assets. Policyholders' excess protection grew to \$2,682,773. Policyholders and beneficiaries were paid \$3,801,625 in 1939, while the total paid since organization is \$38,771,847. Insurance in force at the end of 1939 was more than two and one-half times that of 1929.

Mr. Appleby reported the absorption of the Columbia Life has been completed, although its assets and insurance in force are not included in the Ohio National's 1939 statement.

MINNESOTA MUTUAL LIFE

Minnesota Mutual Life has issued its new annual statement, showing assets \$47,779,732, an increase of \$3,307,033 over the previous year. Policy reserves are \$40,137,371 and surplus and contingency funds amount to \$3,066,705, an increase of 28 percent. Insurance in force is \$230,003,369, an increase of \$4,468,538.

Total payments to policyholders and beneficiaries during the year exceeded \$4,500,000.

Delinquencies and foreclosures on mortgage loans are at the lowest point in 10 years. Real estate holdings have decreased, as have policy loans. Mortality and disability experience continues highly favorable.

The average rate earned on all assets for 1939 was 3.9 percent. President T. A. Phillips states that in these days a prudent investor deliberately sacrifices current income for safe-guarding of capital and Minnesota Mutual endeavors to make a quality selection of investments, accepting whatever interest returns such a policy may entail. Despite this policy the aggregate net earnings for 1939 exceeded those for 1938. The insurance in force of Minnesota Mutual since 1929 has increased by more than 25 percent. The assets and surplus have more than doubled.

Minnesota Mutual was founded in 1880 and hence is completing 60 years of existence during 1940.

GENERAL AMERICAN LIFE

General American Life reports that assets increased during the year by \$2,347,354 and now stand at \$128,415,949. Cash and government bonds increased by more than \$3,400,000 and now total more than \$27,000,000. The net yield on mean ledger assets was 4.17 percent, a slight gain.

Insurance in force exceeds \$700,000,000. The net earnings during 1939 amounted to \$2,300,010, an increase of 13 percent over 1938. Of that amount there has been added \$1,455,673 to the contingency reserve that is provided for future policy lien reduction; \$207,518 was added to surplus, \$636,593 was put into a fund from which future policyholder dividends will be paid. This is in addition to established reserves for policyholder dividends already declared for payment through June 30, but as yet unpaid.

There was appropriated \$150,000 from surplus to retire 2,500 shares of stock in accordance with the mutualization plan. Including this appropriation, the aggregate amount so far applied to the retirement of stock totals \$1,399,380. General American Life states that it is well ahead of the three year stock retirement plan adopted at the 1938 annual meeting. That plan provided for retirement of \$770,000 of stock during 1938-40. The 2,500 shares called, plus the shares retired in previous years amounting to 23,323 constitute 46.6 percent of the 50,000 shares originally outstanding.

There was paid or credited to or for the benefit of policyholders and beneficiaries during 1939, \$14,009,401. Since organization in 1933 the comparable amount is \$109,935,257.

Ordinary life sales in 1939 exceeded those in 1938 by 9 percent. In the group department there are 1,603 master group policies covering 330,339 individual assured now in force. The group department reports an increase of about \$200,000 in earned group premiums and a gain of \$9,540,610 in group life insurance in force. The commercial accident department reported an increase of \$6,000 in earned premiums.

CONTINENTAL AMERICAN LIFE

Continental American Life, in its 1939 annual statement, reports assets \$24,858,492, policy reserve \$21,700,845, contingency reserve \$262,354, capital \$637,530 and net surplus \$1,421,827.

The insurance in force of \$133,718,350 was the greatest in history. Insurance written amounted to \$20,483,901. The average size policy was \$5,097 and 82 percent of the new business was in policies of \$5,000 or more.

The market value of the bonds was \$400,000 in excess of the amount at which they are carried in Delaware. The bonds are carried in the statement at \$9,809,556.

Emphasizes Quality

Continental American Life has successfully endeavored to emphasize quality in its field organization. Although agency contracts in force decreased 9 percent during 1939, the number of club members increased 13 percent and the amount of commissions paid was almost exactly the same.

Continental American in its statement prints a comparative chart of results at the end of 1939 as compared with those at the end of 1929. There was a 95 percent increase in the amount paid to policyholders and beneficiaries in the decade; 29 percent increase in insurance sold; 102 percent increase in assets, and 47 percent increase in insurance in force.

None of the city mortgages of Continental American is in process of foreclosure. Overdue interest amounts to only \$1,572 and none of this amount is as much as two months overdue.

The company has not capitalized any unpaid interest or foreclosure costs on real estate. The present value of real estate owned is only 70 per cent of the unpaid principal of first mortgages existing on such properties at the time of foreclosure.

MANUFACTURERS LIFE YEAR

Assets of Manufacturers Life of Toronto were set at \$177,808,634 in the annual statement, increase \$10,437,238. These consisted of bonds, \$107,751,520, preferred and common stocks \$10,120,803, real estate first mortgages \$25,136,167, policy loans \$18,774,534, cash \$2,549,913 and head office property, other real estate and sale agreements \$6,696,748.

Business in force Dec. 31 was \$590,259,-

Farm Bureau Enters New York

COLUMBUS, O. — The Farm Bureau Life has been licensed in New York. Acquired by the Ohio Farm Bureau in October, 1935, the Life Company of America was reorganized as the Co-operative Life and later became the Farm Bureau Life.

Indict Indianapolis Attorney

Walter A. Whetsel, Indianapolis attorney, has been named in six indictments, charged with posing as an insurance agent to widows, telling them their husbands had insurance policies and that by payment of a small sum he could collect the face value of the policy.

769, compared to \$572,912,435 Dec. 31, 1938, net increase \$17,347,334. New business issued totaled \$56,133,640. The average amount of insurance in force per policy was \$2,314.

Premium income was \$24,043,109, interest and dividends \$7,563,371, and total receipts \$35,069,936, an increase of \$360,199. Total payments to policyholders were \$16,958,260, disbursements on matured, surrendered and existing policies \$12,919,487, including \$2,226,630 policy dividends; death claim payments \$4,038,774.

Gross rate of interest earned in the year was 4.64 percent. Contingency reserve was increased

\$600,000 to a total of \$3,000,000, and surplus was increased \$427,445 to a total of \$4,709,259. Total disbursements were \$24,864,869.

AMERICAN MUTUAL LIFE

Assets of American Mutual Life of Des Moines as of Dec. 31 amounted to \$29,305,959, an increase of \$998,053. During the year an additional \$1,637,000 was invested in government and municipal bonds.

New business during the year increased by 40.5 percent. There is a gain in insurance in force. There was an increase of 26.96 percent in number of

53rd ANNUAL REPORT

Summary

	1938	1939
NEW INSURANCE	\$ 57,610,739	\$ 56,133,640
(Including Deferred Annuities)		
INSURANCE IN FORCE	572,912,435	590,259,769
(Including Deferred Annuities)		
ASSETS	167,371,396	177,808,634
INCOME	34,709,738	35,069,937
CONTINGENCY RESERVE AND SURPLUS	6,681,814	7,709,259

Payments to living policyholders in 1939 amounted to \$12,919,487; to beneficiaries in Death Claims \$4,038,773; a total of \$16,958,260.

THE MANUFACTURERS LIFE INSURANCE COMPANY

HEAD OFFICE - TORONTO, CANADA

Established 1887

Aggressively Developing State of Illinois Offering Unusual Agency Opportunities

Liberal First Year Commission and Non-forfeitable Renewal Commissions

Assistance in the Field

Home Office Co-operation

GLOBE LIFE INSURANCE Co. OF ILLINOIS

WM. J. ALEXANDER, President

An Old Line Legal Reserve Company—Established 1895

45 Years of Continuous Faithful Service to Policyholders

Writing Complete Line of Modern Policies with All Standard Provisions Ages (0-60)

Double Indemnity — Disability — Non-Medical Modern Juvenile Contracts Full Benefits Age 5

WRITE US TODAY FOR PARTICULARS

431 South Dearborn Street

Chicago, Illinois

lives insured. The average size of policy increased 9.11 percent.

President A. H. Hoffman states that American Mutual is taking increased interest in farm loans and will look with considerable favor on investments in Iowa farms as values become more stable and moratoriums are discontinued.

KANSAS CITY LIFE

The Kansas City Life reports an all-time high in insurance in force with \$447,507,267. Admitted assets total \$112,842,489; legal reserve on policies \$103,115,640 and surplus to protect policyholders \$7,205,983. Payments to policyholders and beneficiaries totaled \$8,738,657, unassigned surplus \$6,205,983, capital \$1,000,000. Investments include \$3,100,229 in federal government bonds, \$20,571,123 in state, county, municipal and school bonds, \$1,460,770 on farm mortgages, \$8,113,333 on city mortgages and \$4,123,615 on FHA city mortgages. Policy loans total \$20,021,812.

CANADA LIFE

Canada Life during 1939 increased its surplus and special reserves by \$1,450,611, the aggregate being \$13,024,729. This includes provision of about \$5,000,000 for policy dividends. It was announced at the annual meeting that unless unforeseen developments occur, further increase will be made in July in policy dividends.

New life insurance sales amounted to \$61,100,000 and there was \$1,700,000 in considerations for annuities. Insurance in force totaled \$810,200,000.

NORTH AMERICAN LIFE, ILL.

President E. S. Ashbrook of the North American Life of Chicago, in his report to stockholders as of Dec. 31, shows cash \$594,151, federal bonds \$1,372,477, county, municipal and corporation bonds \$3,073,625, first mortgages \$1,470,357, policy loans \$2,156,970, real estate \$3,554,040, surplus \$375,803, increase \$91,-

444. The mortality ratio was 48.7 percent. New business \$10,385,000, insurance in force \$67,225,000, increase \$1,500,000. The total income was \$2,450,000, disbursements \$2,050,000. The operating profit was \$85,000. The company sold 80 pieces of property during the year aggregating \$428,000, making total \$885,000 sold during the last two years.

President Ashbrook states that the combined annual salaries of the president, three vice-presidents, secretary, actuary, superintendent of agencies, medical director and assistant secretary are \$40,500.

SEABOARD LIFE

Seaboard Life of Houston in its new annual statement reports assets \$3,087,400, policy reserve \$2,547,995, surplus to policyholders \$334,549. Insurance in force amounted to \$26,240,166 as compared with \$24,487,960 the previous year. Total income was \$849,663 as compared with \$752,015 the previous year. The premium income was \$652,834. Death benefits paid during the year were \$227,537.

President Burke Baker states that Seaboard Life has never lost a dollar on any investment. Not one of its bonds is in default or has ever been in default as to either principal or interest. No mortgage loan was in arrears at the close of business Dec. 31. The bond portfolio has a present market value of about \$100,000 more than it is carried in the statement.

CENTRAL LIFE OF IOWA

Assets of Central Life of Iowa at the year end amounted to \$49,037,031, an increase of \$2,567,876. Surplus was \$3,878,551, increase \$84,431. Insurance in force was \$169,346,000, an increase of \$5,619,895.

Income was \$8,709,519, increase \$1,011,960. Interest yield was 4.01 percent.

GUARANTEE MUTUAL LIFE

OMAHA — Guarantee Mutual Life increased assets by \$1,543,500 during 1939 for a total of \$23,400,000. Payments to policyholders and beneficiaries during 1939 totaled \$2,092,608, bringing the company's total payments for 38 years to \$35,776,757.

Insurance in force totaled \$137,258,357 and new business issued and restored was \$16,763,187.

COLUMBIAN NATIONAL LIFE

Insurance in force of Columbian National Life at the year end amounted to \$177,742,000, a gain of \$1,890,000. New paid life insurance amounted to \$18,900,000, including group. The total volume for the previous year was \$19,200,000. Exclusive of group, the new paid life insurance increased 3 percent in 1939.

The mortality record showed another reduction and the lapse ratio was improved.

The average sized policy was \$3,734, as compared with \$3,629 in 1938.

The Thayer Quinby organization of Boston was the leading agency.

The accident and health department showed a gain of 7 percent in new issued premiums. The A. & H. claim ratio was 42.1 percent, as compared with 42 percent the previous year. This is exclusive of group.

The leading A. & H. agency was that of General Agent Howard A. Shearer of Boston.

OLD LINE LIFE, MILWAUKEE

Old Line Life of America had \$80,357,039 life insurance in force Dec. 31,

net gain \$1,854,823. New paid for insurance last year was \$7,693,001, gain about 6 percent. Mortality was 41.5 percent of expected. Cash surrenders decreased. The ratio of renewals was better than in 1938, a satisfactory year. The accident and health department recorded an income of over \$250,000, a gain about 19 percent.

NATIONAL LIFE OF VERMONT

National Life of Vermont, 90 years old, reports a \$10,000,000 gain in assets for 1939, the figure now being \$215,021,261.

The company paid to policyholders dividends totalling \$3,772,004, or 3.2 percent more than in 1938. The net interest earned was 3.71 percent. In 1940 the dividend scale adopted for each of the last four years will be continued except on fully paid up forms where certain reductions were made.

Insurance in force increased \$12,110,130, bringing the total to \$561,076,613. The mortality ratio was 51.9 percent.

Reserves on all types of contracts were increased \$8,904,284, or 4.87 percent; \$517,087 of this increase represents a transfer from surplus to strengthen the reserves against disability claims in accordance with most conservative practice. Policy loans have been reduced \$1,853,861.

The bond investment totals \$59,095,674. No item is delinquent as to interest and all maturities have been met except \$2,000 due on one municipal issue. Preferred stocks had a market value of \$5,915,434, which is \$180,999 in excess of cost. The dividends on all these stocks are cumulative and only two of the issues are in arrears in their dividend payments. There is no common stock. The actual market value of bonds December 31, 1939, was \$4,361,189.10 in excess of the values shown in the statement.

WISCONSIN LIFE

Wisconsin Life, in its new statement, reports assets \$6,022,738, increase \$329,944. Policy reserves are \$5,207,151, surplus \$254,562. Premium income \$727,589, total income \$1,143,702; policy claims \$330,961; policy dividends \$106,779. Total disbursements \$819,393. Insurance in force is \$24,838,020. Since organization more than \$6,400,000 has been paid policyholders and beneficiaries.

The bonds are carried at \$2,661,207, none is in default either as to principal or interest.

Webb Urges a Study of Public Relations

(CONTINUED FROM PAGE 10)

cannot be sold without an agent is life insurance. The agent is an essential factor in the business. He is not getting enough remuneration for the effort expended.

He also pointed out the stability of life insurance during the depression and said that the best security any man had in his portfolio was his life insurance policies.

Pa. Department Promotions

A. C. Boysen has been promoted from principal examiner of the Pennsylvania insurance department to deputy secretary and J. J. Turner from examiner to principal examiner.

Four Are Advanced by Mass. Mutual

Appointment of four men to home office positions of responsibility has been announced by the Massachusetts Mutual Life. They are: C. W. Brierley, to be manager of the auditing department; L. H. Shoughrue, agency assistant; A. C. Talmadge, manager of the accounting department, and H. C. Peiker, associate superintendent of loans.

Mr. Brierley was born in Holyoke, Mass. Before becoming associated with Massachusetts Mutual in 1925, he was employed as a cost accountant by the National Blank Book Company and the American Writing Paper Company. First employed as a clerk in the auditing department of the Massachusetts Mutual, Mr. Brierley in 1937 was promoted to the planning department where he has done special research work in accounting work.

With the Massachusetts Mutual since 1924, Mr. Shoughrue is a native of Springfield. He studied at Syracuse University, and was first employed by the company as a clerk in the medical department and in 1934 was promoted to agency auditor. Since then he has visited all of the agencies on auditing trips.

Mr. Talmadge is a graduate of Wesleyan University. Employed by Massachusetts Mutual, he went to work a week after graduation and was occupied in the bookkeeping department. Soon afterward he studied accounting at Northeastern University, and completed his courses there in 1929. For the past four years he has instructed accounting classes at the home office in connection with the Life Office Management Association Institute, and since Oct. 31, 1938, has been assistant manager of the accounting department.

Mr. Peiker, a Kansan, studied at Wooster College and Columbia University Law School. He is a member of the bar in Missouri and Oklahoma and has had much experience in real estate work. From 1915 to 1918, he was assistant manager of the Maxwell Investment Company, and the following year became appraiser and organizer for the Federal Land Bank of Wichita, Kan. From 1920 to 1932, he was vice-president and secretary of the Exchange Trust Company and executive vice-president of the Exchange National Company of Tulsa, Okla. For the past five years he was with the Home Owners' Loan Corporation, and at various times was deputy general manager at Washington, Detroit regional manager and assistant general manager.

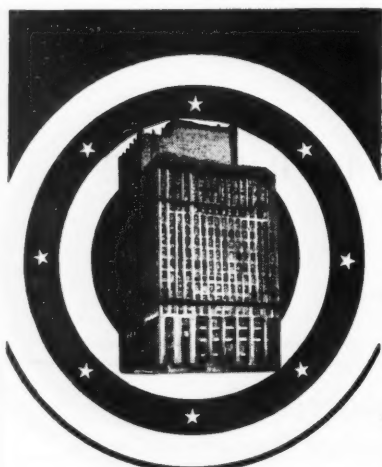
Lackey Agency Has Annual Meeting: Maclean Is Speaker

Individual achievements for the year 1939 shared the spotlight with awards for years of service at the annual meeting of the George E. Lackey agency of the Massachusetts Mutual in Detroit when Vice-president A. T. Maclean was the featured speaker.

Officers of the Agency Association are determined by leadership in production. H. Ben Ruhl, who qualified in 1939 for life membership in the Million Dollar Round Table, was installed as president. Dr. John D. Finlayson, who was just completing his first full year in Ann Arbor, having transferred there from Tulsa, Okla., became vice-president. Leslie B. Eby succeeded himself as secretary and Mrs. Elizabeth M. Kelly, life insurance leader of the women's department, is treasurer.

E. E. Maten was honored for 40 years of service to the company, all in the Detroit agency. Mrs. Lena Lake Forrest, one of the pioneers of life underwriting, received her pin for 35 years of service; Edward L. Warner for 25; Mrs. Jane M. Gunn for 20.

The agency showed a gain of 11 percent in new life insurance written in 1939 as compared to 1938, while nine individuals showed gains of over 40 percent, led by Ned Henry with 164 percent, and J. E. Totten, 105 percent.



General Agency
OPPORTUNITIES
for good personal
producers

Central Life
INSURANCE COMPANY
of Illinois

ALFRED MacARTHUR, PRESIDENT
211 WEST WACKER DRIVE, CHICAGO

Figures on Companies' Production

	New Paid Business		Change in Ins. in Force	
	1939	1938	1939	1938
Acacia Mutual	\$33,229,402	\$38,351,553	+\$9,526,436	+\$14,087,197
Connecticut General	139,923,621	163,821,116	+\$2,744,624	+\$19,775,916
Great-West Life	61,657,010*	60,920,673	+\$18,823,123	+\$18,021,803
Monarch Life, Can.	7,557,145†	7,011,041	+\$2,354,789	+\$1,462,064
Southwestern Life	44,616,532	46,861,935	+\$18,151,115	+\$19,564,935
Western & Southern Life ..	173,178,132	150,699,260	+\$56,678,006	+\$13,121,056

*Figures include annuities.

†Figures do not include annuities.

LEGAL RESERVE FRATERNALS

Michalski Elected Head of Wisconsin Congress

J. P. Michalski, general secretary Polish Association of America, Milwaukee, was elected president of the Wisconsin Fraternal Congress at the annual meeting held in Milwaukee. Other officers elected are: Vice-president, N. J. Williams, president Equitable Reserve, Neenah, Wis.; secretary-treasurer, G. A. Comstock (reelected); directors—M. W. Voris, Ben Hur, Milwaukee, D. W. MacMeekin, Modern Woodmen, Milwaukee; J. G. Grundle, secretary Catholic Family Protective, Milwaukee, and S. A. Oscar, secretary National Mutual Benefit, Madison; delegates to National Fraternal Congress, J. M. Callahan, secretary Catholic Knights of Wisconsin, Milwaukee.

Alex. O. Benz, president Aid Association for Lutherans, retiring congress president, presided. He is vice-president of N. F. C. All members of the Fraternal Underwriters Association will be invited to attend the mid-year meeting of the congress in June. Much of the program will be devoted to the interests of underwriters.

Mr. Williams talked on "Opportunities for Fraternalists." The subject was discussed by D. W. MacMeekin, Modern Woodmen, Milwaukee.

J. A. O. Preus, former Minnesota governor, was a guest, telling the origin and development of Lutheran fraternalists. J. M. Callahan spoke on "Americanism." Informal talks were made by Walter C. Below, president Fidelity Life, Fulton, Ill., on "Soliciting the Business and Professional Man;" Russell Mathias, Lutheran Brotherhood, Minneapolis, "The Open Contract," and Dio W. Dunham, editor of the official publication of Equitable Reserve, Neenah, "Public Relations."

Another Fraternal Member Gets Money at Age 96

North American Union Life of Chicago presented a check for \$1,000 on Jan. 12 to Dr. Joseph A. Meek on his 96th birthday. Dr. Meek performed the actuarial miracle of outliving his theoretical limit of life.

Dr. Meek joined the North American Union in 1904, through a merger of the American Fraternal League with the North American Union. He had joined the American Fraternal League in 1898.

Royal League Emphasizes Its Juvenile Department

Many of the fraternalists are finding that their juvenile business is very desirable and the mortality ratio as a rule has been highly favorable. Therefore, some are putting special emphasis on their juvenile departments, feeling that it is highly beneficial to get a lower average age.

Royal League is one of the foremost fraternalists that is getting back of the juvenile department and also its next higher class between ages 16 and 25 inclusive, which it denominates "youth activities."

Royal League is endeavoring to create much interest in this "youth activities" group. In its lodges the members of this group meet separately and have their own program. It is the purpose of Royal League to develop keen interest on the part of younger people in a number of activities that can be carried on through the lodge. In this way the young folks will become acquainted with insurance. There will be a social foundation to the movement but a number of

interesting programs are being worked up.

Furthermore Royal League intends to have a national "youth activities" meeting in Chicago having delegates attend from the various lodges. A program is being worked out for this meeting. It will be entirely under the command of the young people. The officials will step aside and let the members of the group conduct the conference. Suggested topics, however, are being worked out ahead of time so that they can be discussed among others at the conference.

Educational Project in Illinois

The educational committee of the Illinois Fraternal Congress is developing a vigorous program that undoubtedly will have a far-reaching effect. It is getting before the various societies operating in the state asking that they communicate with their local lodges calling attention to the fact that the book, "Fraternal Insurance," is being presented to every public library in Illinois. The educational committee desires to create reader interest and urges fraternal policyholders to go to their library and request this book. It is stated there are about 800,000 fraternal policyholders in Illinois. The committee is convinced that if it can get 50,000 reading this book it will be a wonderful start.

Kirsch Michigan Congress Head

DETROIT—J. G. Kirsch, Detroit general agent Aid Association of Lutherans, was elected president of Michigan Fraternal Congress at the annual luncheon meeting. He succeeds F. E. Wiswell, Protected Home Circle. J. F. Lewandowsky, Independent Order of Foresters, was elected first vice-president; Mabel Clare Ladd, second vice-president, and C. F. Haight, third vice-president. Gladys L. Hewlett succeeds J. F. Baker, Maccabees, as secretary; F. J. Buegin was elected treasurer, and J. P. Jourdan, Alice E. White and Daisy Heath, trustees.

Bronson, Ohio Veteran, Dies

R. E. Bronson, 68, whose entire business life was devoted to fraternal insurance, died at his home in Columbus, O., as a result of a stroke. Burial was Friday at Hudson, Mich. He had been associated with the Home Guard at Van Wert, O., and then with American Insurance Union, with which it was merged. Recently he held a position with the state tax commission.

Chicago Office Manager Dies

M. D. Miles, office manager of North American Union Assurance of Chicago for the last 10 years, died due to acute indigestion. One of his daughters is ill in a Chicago hospital and has not yet been notified. Mr. Miles was 59 years of age.

Veteran Medical Director Dies

Dr. B. E. Jones, 79, who was medical director of Modern Woodmen for 34 years prior to his retirement in 1937, died at Davenport, Ia. He was born in Eminence, Ky., in 1860, and resided there until 1870, when he moved with his parents to Woodson county, Kan. Later he entered the Louisville Medical College, from which he was graduated in 1884, and began practice in Buffalo, Kan. Dr. Jones was appointed head physician of Modern Woodmen for Kansas and Oklahoma in 1889, and when the board of supreme medical directors was created in 1903 he became a member and moved to Rock Island, Ill.

J. S. Howe, special agent at Auburn,

THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society

Bina West Miller
Supreme President

Frances D. Partridge
Supreme Secretary

Port Huron, Michigan

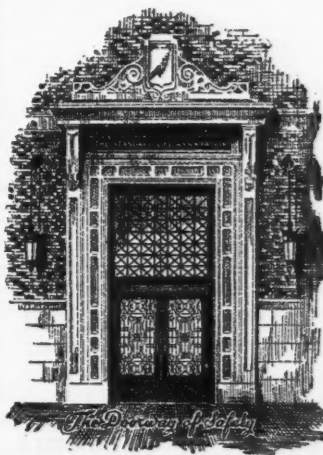
Neb., for the Bankers Life of Nebraska, has been named commander of the American Legion for the 13th state district.

United L. & A. Is Moving

CONCORD, N. H.—United Life & Accident Insurance of Concord, N. H., is moving this week from the building owned by the company to a location directly south of the state capitol. The premises now occupied have been leased for 25 years to First National Stores, Inc. The building now there will be torn down. The local general agency of the company is moving also to the new location.

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Reserves & Surplus \$12,000,000.00

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**SOME
PERTINENT
FACTS ABOUT
Supreme Forest
WOODMEN CIRCLE**

• Total Membership 132,982
Total Protection .. \$107,701,046.00
Written in 1938 .. 11,629,606.00
Benefits Paid in
1938 1,893,522.35
Benefits Paid since
Organization in
1895 40,445,656.11

Dora Alexander Talley, President
Mamie E. Long, Secretary
Home Office, Omaha, Neb.

Our Men



SUCCEED because they represent a successful institution. Our men don't have to sell their clients on the safety and reliability of The Maccabees. Our records of 60 years of service, quarter of a million members and 250 million dollars in benefits paid, do that. Their only job is one of diagnosing the needs of their clients and writing the insurance necessary.

If you want a position where your success is limited only by your ability, and you can meet our requirements, write us. We may have a place for you.

The Maccabees
Detroit, Michigan

McPhail Elected Canadian Head

(CONTINUED FROM PAGE 3)

ing the organization of a federal annuities scheme."

In discussing a disquieting situation which has developed in the province of Quebec, Mr. Earl said the directors have been disturbed concerning the new law which gives notaries much wider powers, enabling them to write all classes of insurance, including life, without a license and without restriction. There was no opportunity to oppose the amendment before it was enacted. The companies, however, have generally agreed to safeguard the interests of the bona fide life underwriter by refusing to accept business from notaries, except those under contract as part time agents in rural districts. It is possible that legislative action may be taken to correct this unfair and discriminatory situation, Mr. Earl stated.

Increase in CLU's

E. N. Jory, registrar Institute of Chartered Life Underwriters of Canada, reported that registered C. L. U.'s in Canada had increased from 573 to 611.

A. Gordon Nairn, field supervisor, reviewed the twisting situation and the

efforts of the association to check this nuisance. In investigating charges that some life agents were cooperating with representatives of the Investors Syndicate, Ltd., in replacing existing insurance with term insurance and Investors Syndicate certificates, Mr. Nairn said that although he has kept in very close touch with this whole situation he has not found any such tieup. The Investors Syndicate has expressed willingness to investigate all complaints and to take action where necessary to stop any twisting activities on the part of their salesmen.

Two Sides to Question

"This is purely voluntary cooperation, since there is nothing in the law to prevent one of their salesmen from upsetting a life insurance policy any more than there is anything in the law to prevent a car salesman or a bond salesman from persuading a policyholder to lapse his policy in order to buy a car or a bond. On the other hand," Mr. Nairn stated, "our life insurance salesmen are endeavoring to upset contracts of the Investors Syndicate and that some agents are using printed material in an endeavor to prove that the Investors Syndicate is not a sound company in which to invest one's money." Mr. Nairn cautioned against the use of material the accuracy of which cannot be substantiated.

"It is quite all right for a life under-

writer to endeavor to convince a prospect that a contract providing protection and savings for old age is a better proposition for him than two separate contracts. It is another thing for him to damn the solvency of a competitor on the say so of an independent actuary who in the past has not hesitated to make similar attacks upon a life company. If life underwriters expect fair treatment from a competitor let them keep their competition on a high level of ethical practice."

Efforts to Improve Selection

Continued stress is being put by companies upon improved selection, more complete supervision and training as well as upon the more rapid elimination of agency representatives obviously unsuited to the life insurance business, Mr. Nairn reported. More companies are financially assisting field men in taking C. L. U. courses and examinations. With the revision of the "Principles Governing Agency Practice," Mr. Nairn expressed hope that all companies and managers will put the "Principles" into operation.

Need for Increased Membership

Membership at the end of last year was 2,321, an increase of only 10, C. F. Dunfee, chairman membership committee, reported. Twenty-three associations recorded increases and one equaled its last year's total. Four provinces, Alberta, New Brunswick, Nova Scotia and Ontario, recorded slight increases. Nearly 250 more new members were secured in 1939 than in 1938 and the renewal percentage in 1939 was 73.1 percent as compared with 62.8 percent in 1938.

The continued depressed membership situation represents a serious problem, Mr. Dunfee stated. The budget is based upon a paid membership of at least 2,750, so the association's normal activities have had to be curtailed.

The film "Yours Truly, Ed. Graham" was shown. The association went on record as approving the film for distribution throughout Canada.

Retiring president Laird was presented with a radio.

Provincial Vice-Presidents Named

Other officers elected are: Provincial vice-presidents—Prince Edward Island, W. G. Hogg, Confederation Life, Charlottetown; Nova Scotia, A. R. Fraser, Maritime Life, Halifax; New Brunswick, L. D. Hutchinson, T. Eaton Life, Moncton; eastern Quebec, J. A. Duchesne, Metropolitan Life, Quebec City; western Quebec, J. R. M. Marois, Great-West Life, Sherbrooke; eastern Ontario, C. H. Rooke, Canada Life, Kingston; northern Ontario, W. H. Armitage, North American Life, Kirkland Lake; southwestern Ontario, P. P. McCallum, Prudential of England, Windsor; Manitoba, Ian Croll, Monarch Life, Winnipeg; Saskatchewan, W. T. White, Mutual Life, Saskatoon; Alberta, D. H. Buie, Sovereign Life, Calgary, and Brit-

Old Line Life President Makes Splendid Recovery



JOHN E. REILLY

John E. Reilly, president of Old Line Life of Milwaukee, who since Nov. 27 has been confined to the hospital and to his home through illness, is now rapidly gaining strength and expects to be able to attend the annual meeting of the company Feb. 1. He is able to be up part of each day. His recovery is regarded as highly satisfactory. Until his illness Mr. Reilly, who is 73, was most active physically, swimming three times a week, bowling and golfing with zest. He has always given close attention to his work and has taken work home nearly every evening. Vice-president Daggett and others in Old Line Life will seek to induce Mr. Reilly to take a southern trip after the annual meeting and then to pursue a more leisurely routine.

ish Columbia, A. L. Wright, Sun Life, Vancouver.

Directors for three years—J. M. Tory, Sun Life, Toronto; P. A. Bowen, Metropolitan Life, Toronto; Howard C. Graham, Manufacturers Life, Ottawa, and G. H. Donaldson, London Life, Toronto.

Chairman board of directors—C. V. Earl, Sun Life, Toronto.

Chairman executive council of Institute of Chartered Life Underwriters, J. M. Tory, Sun Life, Toronto; registrar, E. Newton Jory, Great-West Life, Toronto; chairman membership committee, W. C. Laird, London Life, Toronto. Secretary, Leslie W. Dunstall, Toronto.

The mid-year meeting of the Association of Life Insurance Counsel will be held at the Homestead, Hot Springs, Va., May 27-28.

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Consulting Actuary and Tax Consultant
Organization, Management, Tax Service
Investment Bldg., Washington, D. C.

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Please Mention
THE
NATIONAL UNDERWRITER

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The Victory Mutual Life Insurance Company Can Offer Liberal Agency Contracts to Life Agents of Proven Ability, in Illinois, New York, Ohio, Indiana and Washington, D. C. Write or Call for Agency Information. Victory Mutual Life Insurance Company, 2303 - 7th Avenue, New York City.

Sales Ideas and Suggestions

Plans Suggested for Selling Salary Savings Life Insurance

At the meeting of the Texas and Oklahoma agents of the Minnesota Mutual, R. C. Cheatham, Wichita Falls general agent, spoke on the possibilities of the pay-roll deduction in selling life insurance. He stressed the importance of making the right contacts with employers. This contact, he indicated, should be made through introduction to the employer by someone who commands the employer's respect and confidence. After this contact is established on a sound basis, Mr. Cheatham described the approach to the employer as that which shows him he is on the spot so far as emergencies affecting his employees. He suggested that the agent begin, "Mr. Doe, I do not have to tell you that your employees live from day to day. When there is an unexpected emergency, your workers turn to you for assistance. If there is a death, you are on the spot when funds must be provided for the burial. You are asked to loan the money or to donate a part or all of the final expenses. I want to take you off this spot."

Benefit to Employer

This presentation, Mr. Cheatham stated, should continue with a strong emphasis on what it will do for the employer in freeing him from emergency contributions when misfortune visits his workers. The contract, he explained, is based on the family protection plan of the Minnesota Mutual and on salary deduction. Mr. Cheatham urged that the agent make a thorough study of the plan offered before he asks for an interview.

The plan for working the salary savings franchises, as outlined by Mr. Cheatham, called for the proper contacting of the employer, the presentation of the plan to the employer so that he will see the advantages of the plan and not only grant a franchise but give his earnest support to the selling of the service to the workmen. "Sell the interview and the sale will take care of itself," said Mr. Cheatham.

Two ways of working the plan were given. One of these was calling at the home of the worker by appointment, thus selling the husband and wife at

the same time. The other was the meeting of workers in an office provided by the employer in his plant. He urged that the agent should leave the worker in a friendly mood and stressed the importance of selling strictly on needs and guarding against overselling the buyer.

Sam Weems, Dallas, pointed out the possibilities of the salary deduction in comparatively small towns. He gave service as the essential in developing salary savings sales and outlined the sales possibilities which lie in providing for a small income over a period of years. Mr. Weems said, "Fit yourself to answer any question as to service as the Mayo Clinic does. Sell a contract to fit needs, according to the ability of the worker to save and looking to the future."

Makes Calls in the Evening

G. J. Crossland, Wichita Falls, stated that in selling the family protection he calls on the worker in the evening where he can make the presentation to the wife as well as the husband because the wife is always interested in the financial welfare of the family and that when this sale is made with the approval of the wife of the worker the business stays sold.

Buyers of \$10,000 or More Are Analyzed

Brokers, bank managers, and real estate company officials led all other occupational groups both in number of big policies purchased and amount of insurance involved in 1939, the Lincoln National Life reports in a survey of buyers of policies for \$10,000 or more. Retail dealers and wholesale dealers were second and third respectively in both number and total amount.

Listed according to total amounts purchased, the groups were: Brokers, bank managers and real estate company officials; retail dealers; wholesale dealers; physicians and surgeons; insurance agents; lawyers, judges, and justices; students; housewives; automobile and accessory dealers; and office managers.

Definite Plans and Quotas for 1940 Are Urged by Los Angeles Leaders

LOS ANGELES.—With the theme "Personal Growth a Law of Life," the Life Underwriters Association of Los Angeles started its 1940 activities at a breakfast with the leading producers from all the agencies as guests. In addition, the Walter J. Stoessel general agency was honored on the 90th anniversary of the founding of the National Life of Vermont.

President Leon A. Soper welcomed the agency leader guests, and Roy H. Sheldon made a fitting response.

Howard Neal, Occidental Life, in speaking on "Let's Definitize in 1940," declared the agent must master himself in order to master his environment. "It is necessary to change the view of prospects for life insurance from one of income to one of property to do the job of meeting needs. The agent must program himself just the same as he programs the needs of the prospect."

Bruce E. Bare, New England Mutual Life, on "Keep Moving," urged setting a 50 application objective for the year.

"It is the life underwriter's job to sell policyholder on the basis of meeting his needs, particularly the cleanup fund—and this selling should be built on programming. I would rather sell a man a five year term policy and continue to give him service and follow up his needs than sell him an ordinary life policy and forget him. We must fit the contract to the prospect. One-half the policies now in force are on lives under 30 years of age. The man of today, who is under 31 years of age never has known anything but depression, but life insurance is the one thing that has come through the depression. The young underwriter must get serious about his business or get out of the business."

Dan Flynn, Penn Mutual, speaking on "Lives Begin in Forty," declared that by setting a quota an agent can make the income he wants. He suggested a quota of 65 lives, 55 percent to be written in the first six months. "To write the 65 lives it will be necessary to make 1950 calls. This shows that work is the

only thing that will fill the program. We must spend more time with prospects. We must do less visiting and more selling. We must plan to capitalize on the social security program and not ignore it. We must talk more savings and benefits. We must become specialists on optimistic thinking."

Dr. W. B. Henley, director of coordination University of Southern California, talked on the "Process of Becom-

ing." "The challenge of life is through its obstacles and it is through these obstacles that we grow to perfection," he declared. "Ideas are the working tools of today. Humanity is hungry for something that will answer the problems of today. The insurance man must help plan the life of his prospect. He doesn't get the best results simply by holding up the dollar sign before the prospect," Dr. Henley asserted.

Agent Should Be Familiar with Probate Procedure

Although insurance men cannot probate estates, they can assist in putting them in proper order, D. J. A. Hayes, Chicago attorney, said at a meeting of the cashiers division of the Chicago Association of Life Underwriters.

Mr. Hayes said the work of the insurance man complements that of the lawyer. "Whenever you have occasion to reflect on the problems of probating an estate, I suggest that you keep in mind the metaphor of the ship which, financially speaking, can never deliver its cargo intact. Occasionally through a rapid change in the market, a cargo may be more valuable at the end of the trip than at the beginning, but in every case remember there are port fees, navigation expenses and customs duties. They can never be abolished, and they can become proportionately very great, so great as to consume the entire value of the cargo."

Insurance can furnish the cash which will cover administration and costs, attorneys fees, living expenses for the women and children during the period of administration or delay while awaiting the outcome of a will contest or arrival of a more favorable real estate market, and federal, state and county taxes and payment of specific legacies.

Illinois Probate Rules

Mr. Hayes said the probate court of Cook county (Chicago) has laid down three restrictions which the insurance company should be able to meet: (1) The policy must be made payable to the ward or his estate. (2) During the life of the policy no material change must be made in its terms except after an order of court has been obtained permitting the change. (3) Policies may be purchased only from companies which have engaged in business in Illinois and have suffered no default in the payment of any insurance policy or contract in the United States during the 15 years preceding the purchase.

It can be seen that the probate court is anxious to safeguard the purchases of guardians and executors and has laid down requirements which will exclude from the eligible list companies of untested stability.

Mr. Hayes likened the job of probating estates to that of the owner and captain of a ship. All the assets must be carefully gathered together, listed, piloted through the sea of probate and delivered and distributed in good order. Just as the captain must protect the cargo from many known kinds of depreciation, so must the lawyer and the executor protect the estate in probate.

"Let us assume therefore," Mr. Hayes said, "that a client has died and that you are called upon to probate his estate. You must start the assets on a journey through probate which will take at least nine months. The first thing to do will be to open the deceased client's safety deposit box, so that you can find out what estate you are dealing with and by

reading the will, learn what to do with it. You arrange with the state treasurer's office to have a state official present at the opening of the safety deposit box.

"What is the next step? You will take the will to the probate court and file it, paying a filing fee. Then you will arrange to have the witnesses to the will appear and testify the will was properly executed and that it is the genuine will of the deceased. You will also have a relative of the deceased testify as to the names and relationships of all the heirs and who will pay a fee for obtaining a transcript for this testimony.

Proof of Executorship

"With the will filed and properly proved, the court will admit it to probate. Next must be secured from the clerk of the court, and paid for, a number of copies of letters testamentary, which constitute proof of executorship. Appraisals must be made to estimate how much money the widow and children require for suitable living expenses during the period of probate. A fee must be paid for this. Then arrangements must be made for proper disposition of the estate, such as the selling of stocks and other negotiable securities.

"Within 60 days of filing the will, you are required by law to prepare a detailed list of the estate. Attention must then be turned to claims filed against the estate. Any one who claims that the deceased owed him money has the opportunity of filing a claim.

"Now attention must be given to federal and estate taxes. Within 60 days after death notice must be filed with the federal government that there was an estate and that in due course an estate tax return would be filed. An inheritance tax return must also be filed. It is sufficient to say that the returns must be carefully prepared and that cash must be set aside to pay the taxes. There is a third tax which must be considered, the personal property tax which the county assessor levies. All the taxes, county, state and personal, must be paid in cash. If it should develop that the taxes and claims are greater than the liquid assets of the estate, it might become necessary to sell some of the other assets to pay claims.

Must Pay Court Costs

"After the tax matters have been adjusted and claims disposed of, court costs must be paid. Then the remaining assets must be considered. Here again insurance can either assure sufficient money for the widow and children or sufficient money to pay any specific legacies without forcing a liquidation of the estate. Following specific legacy payments, an accounting of the attorney's stewardship must be made and if there is any complication in the estate the fee may be large."

Taking as an example an estate totaling \$200,000, of which \$190,000 was rep-

resented by stocks and bonds and real estate, Mr. Hayes estimated that taxes, administration costs and living expenses for the widow and children would amount to about \$46,000. Thus, despite a better than average success in executing the estate, the result was a substantial depreciation.

"Insurance could have covered administration costs and attorney's fees," Mr. Hayes said. "It could have provided the widow with cash for living expenses during the period of administration or during any delay while awaiting the outcome of a will contest or arrival of a more favorable real estate market. It could have covered the federal, state and county taxes so as to avoid forced liquidation."

Talk More About Life Rather Than Insurance: Coolidge

DETROIT — Present-day conditions demand that the underwriter get back to fundamentals and talk about life rather than about life insurance, R. B. Coolidge, superintendent of agencies Aetna Life, told the Qualified Life Underwriters of Detroit.

"In order to be successful, the underwriter must feel that life insurance is the only answer to the financial problems of the public. Every prospect has two fundamental financial problems: the possibility of living too long, and of dying too soon. Life insurance is the only fully dependable solution for both.

Devise Reasonable Programs

"Don't talk programs too fast. Take them easy. Don't scare the prospect by suggesting a program that is obviously out of his reach. It is better to talk on a minimum living basis and let him expand it when and if he is able to do so. With the average man, talk \$2,000 lump sum for clean-up purposes, \$150 monthly until the children are likely to be self-supporting and \$75 monthly for life to the widow. Such a program is usually within the means of the average man to carry, and represents an absolute minimum. See your program through to the business end of life insurance—until the checks are paid. Simply securing the application and first premium payment is very far from enough.

"Resolve to get busy and make some appointments at once; develop more centers of influence right now. Do some prospecting every day of your life, and you won't need to worry."

Sell Prospect on Interview in Approach, Says Irwin

CINCINNATI—The main objective of the approach is to sell the prospect an interview and on the idea of hearing more about what the agent has to sell, Hampton Irwin, Massachusetts Mutual, Detroit, pointed out in a talk, "What to Say after 'Hello,'" before the Cincinnati Life Underwriters Association. The approach also serves to aid the agent in qualifying and classifying the prospect so he can give him pertinent information.

There are four types of approaches: Direct, camouflage, shock and third party influence, Mr. Irwin said. He suggested opening with a question and being "hook" salesmen, by giving the prospect a chance to say something. The agent is often tempted to answer his own questions, before the prospect has had an opportunity to reply. The approach stands or falls on the reasons why men buy life insurance, Mr. Irwin said, and therefore it must be sound.

Direct approaches suggested by Mr. Irwin were: "How would you like to

have \$250 a month when you are 60?" "Can you save \$1 a week?" "What is the most valuable thing a man can give his children?" (Their mother's time.) "What is one of the most valuable things parents can give children?" (Assurance that they will not have dependent parents.) "Have you ever considered having your insurance placed under the optional method of settlement?" "Would you like to increase your insurance 20 or 25 percent without increasing the financial outlay?" (Settlement options.)

Suggested shock approaches were: "If you and your wife were killed in an automobile accident, would your life insurance be settled according to your wishes?" or "Have you a common disaster clause in your life insurance policies?" "Do you have your life insurance arranged so that your income will go to your wife, your children, your mother, or your sister?"

In answer to the objection, "I'll think it over," Mr. Irwin offered, "Have you changed your will since 1929, Mr. Smith?"

Mr. Irwin said that he does not use a camouflage approach. He always states his business and the company he represents at once.

Right Balance Essential to Agent's Sales Success

SAN FRANCISCO — Qualifications and requisites of the "Well Balanced Life Underwriter" were outlined before the San Francisco Life Underwriters Association by H. T. Burnett, vice-president and director of agencies Reliance Life. Proper balance must be maintained between:

1. Plans and action. "Plans are not valuable unless there is action and action without plans will not work. We must make long range plans for the year's work and we must be sure that these plans do not fall by the wayside."
2. Selling and prospecting. There should be at least three to five real sales interviews per week and in this work the agent should dig up a lot of prospects. "We must be sure they are prospects and not suspects. It is better to have fewer prospects and spend more time selling them."
3. Counseling and closing. "It does not take a very smart man to locate needs and suggest solutions, but if we do this and nothing else, we will be a failure."
4. Package selling and program work. "Package selling is quick selling and it helps to keep us in the right mental attitude. Program work takes more time and effort and there are not as many quick sales."
5. Number of policies sold and the volume of business sold.
6. Work habits and incentive.
7. Quality of business and the quantity of business.
8. Prestige of life insurance itself and the life insurance salesman. "In most instances, the public is more responsive to the institution than to its salesman. The agent must build his own prestige in his own community."
9. Work and play. The agent must work enthusiastically when he is working and when he takes a vacation, the thought of work should be left behind.
10. Spending and savings.

Summarizing, he said, the well-balanced life underwriter organizes his time, prospects intelligently, realizes the value of salesmanship, seeks to cover definite needs, writes a fair-sized policy, writes quality as well as quantity business, establishes good work habits, builds prestige for himself as he goes along, takes a proper vacation, and saves a little money as he goes along.

At the Feb. 15 meeting James E. Bragg, Guardian Life manager in New York, will discuss "The Life Insurance Agent and Public Relations."

Plans for the "1940 Life Insurance Institute" which opens Jan. 30 for a 13 week course, under the chairmanship of Clifford Henderson, Prudential manager, were presented.

National Life Executives Retire

(CONTINUED FROM PAGE 3)

academy and Dartmouth college. He studied law at Newport, Vt., practicing for a few years at that state and then establishing himself for a time in Minnesota. He became chief of the company's legal staff in 1916, and since then a number of distinctions have come to him. He is a former president of the national conference of commissioners on uniform state laws, a charter member of the American Law institute, and former president of the Association of Life Insurance Counsel. He was former vice-president and member of the executive committee of the American Bar Association and former president of the Vermont Bar association. With the National he served not only as general counsel but in 1934 he was elected vice-president and member of the executive committee.

His successor, Mr. Davis, graduated in 1922 from Boston University law school. By successive steps as city attorney of Barre and state's attorney for Washington county he made his ability known, and in 1931 was appointed superior judge. He resigned in 1936 to engage in general practice and has won distinction.

Mr. Moulton was a graduate of Dartmouth college in 1889, and two years later entered the treasurer's department of National. Within six years he had become assistant treasurer, and in 1902 filled an emergency by taking the office of actuary, in which position he was so valuable that he was kept in that post for 27 years, and then in 1929 he was elected treasurer. He has been a member of the finance and insurance committees and he will be retained as a member of the finance committee.

Youngest Appointee to Senior Office

Mr. Meredith is the youngest appointee to a senior office. He was graduated from Syracuse University in 1926 and became assistant professor of economics at the University of Vermont the next year. He received the degree of Ph.D. from Yale. He was appointed state commissioner of banking and insurance in 1934. In less than a year he was taken from this post by invitation to join the investment department of National, since when he was successively elected a member of the finance committee and then assistant to the president.

Mr. Kendall in 1881 became associated with James C. Houghton, later president of National, in the First National bank in Montpelier, and after a similar post as teller at the Howard National bank in Burlington he spent his next 10 years in the state of Washington, engaged in banking and manufacturing. In 1899 he became an auditor for National Life and in 1920, when the office of cashier was created, he was elected to fill it.

Mr. Ewen spent several years in New York state in accounting work, returned to Montpelier, and entered the employ of National in 1921. In 1937 he was elected assistant cashier.

Mr. Putnam first work was as telegraph operator and railroad office clerk from 1882 to 1893, when he was invited to a position in the secretary's department of National. He was elected assistant secretary, and up to the present he has served the National 47 years.

Seek to Protect Life Policies

RICHMOND, VA.—A bill has been introduced in the Virginia general assembly by M. H. Abernathy, delegate from Brunswick county and Northwestern Mutual Life agent, providing that proceeds and cash values of life policies and annuities payable to closely related or dependent beneficiaries would be exempt from legal process for certain debts and liabilities of insured.

Many Suggestions Made on Selection

(CONTINUED FROM PAGE 1)

reasonable income over each of the five year periods until the children go through school, amount needed for an old age income, and income for the widow after the children leave home. The prospect was allowed to do his own figuring in an effort to provide the funds needed for the accomplishment of his purposes.

Suggestions on Selling

D. O. Johnson, San Antonio general agent, in describing the sales process, prefaced his remarks with the statement, "The key to success is the ability to co-operate. You must set the stage right if you wish to get results. Sell informally. Know your tools. Look directly at your prospect. Never discuss a client's life insurance with another man. If you have to put a nut on a bolt, it does not matter whether you put it on with your right or your left hand. It is results you are after. Doctors bury their mistakes; we can't."

Mr. Johnson stated that when a man signs an application and is unwilling to make a cash settlement he calls in a witness to the fact that in case of the death of the prospect before the policy is delivered there can be no complaint on the part of the man's wife or other members of his family. He urged that life underwriters in selling become sentimental, talk quietly, present a plan that will care for the period of growth and education for children, personalize the question of income for individual or family.

Urges Agents to be Busy

"If you think death worse than disability try it. June of 1933, I was pronounced sound. Three months later, I was unable to carry on. It took me four and one-half years to recover," said Mr. Johnson.

R. L. Bowman, San Antonio, stated that his plan book had enabled him to see where he was "falling down." He said that his book showed he had not talked to enough men.

Makes Profit in Disability

One of the interesting facts that is cited by National Guardian Life of Madison, Wis., and publicized in connection with its annual statement is that throughout its history the company has turned in a profit on disability underwriting. Through a period of 20 years it has produced a total of \$107,319 profit from that source. There has been a \$30,968 profit on double indemnity underwriting. The mortality for the 20-year period has been 37.84 percent and for the last five years it has been 37.6 percent.

Haas Agency Reaches New High

PITTSBURGH—Closing 1939 with the best month the agency has had in the past six years, the Pittsburgh agency of the Mutual Life under the management of A. F. Haas, now stands as the fourth largest in the entire country. There were only four agencies to go ahead of Pittsburgh in percentage to home office requirement.

Boston Claim Men Hear Schooley

BOSTON—At the January meeting of the Boston Life & Accident Claim Association Manager R. W. Schooley of the Allan Commercial Service gave an illustrated talk on the use of motion pictures in claim cases.

Training Course in Michigan

MENOMINEE, MICH.—F. E. Farwell of the Metropolitan's field training division has been conducting a three-week training course. Tuesday he spoke to the Lions Club here on social security and its relation to life insurance.



WEIGHING IN

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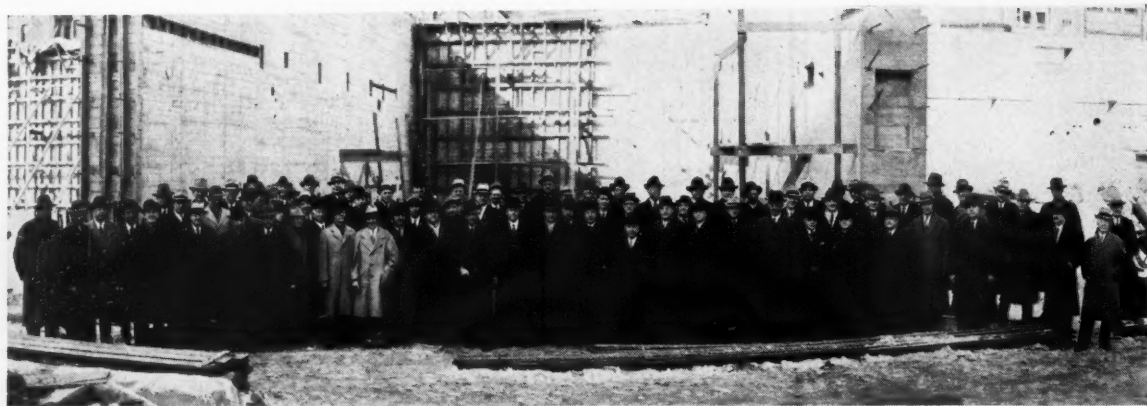
Chattanooga—Since 1887—Tennessee

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LIFE VIEWS IN THE NEWS



During the conference in Boston of the General Agents Association of the New England Mutual Life the foundation now under construction for the new home office building was inspected. The group is shown standing on the 10 foot

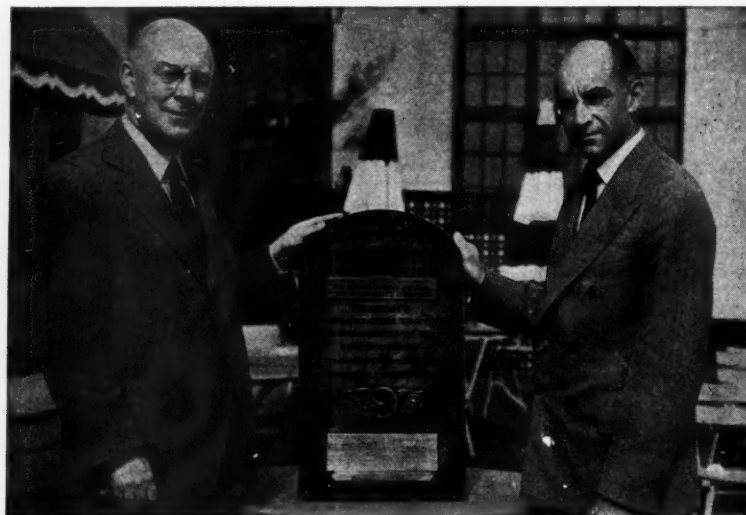
thick concrete "mattress" on which the walls are being erected. Under this spot was discovered the remains of an Indian fish weir, estimated to be over 3,000 years old by scientists.



Fred P. Hayward, vice-president and treasurer John Hancock Mutual Life, is receiving congratulations on his 50th anniversary. He joined the John Hancock in 1890 and was appointed cashier 10 years later. He has been treasurer for 16 years. He was elected second vice-president in 1933 and vice-president in 1936.



Edwin A. Coyle, newly appointed Massachusetts Mutual general agent at Pittsburgh succeeding Henry W. Abbott, resigned, was honor guest at a luncheon. Vice-presidents Joseph C. Behan and Chester O. Fischer and E. Lloyd Mallon, assistant director of agencies, attended. Invited guests included the sales and clerical personnel of the agency and prominent Pittsburgh business men.



John H. Thompson (left), Hartford general agent Connecticut Mutual Life, was presented with the "President's Organization Trophy" by President J. L. Loomis at the annual meeting of general agents in Hollywood, Fla., for achieving the best record in organization development in 1939.



More than 100 agents of the White & Odell agency, Minneapolis, Minnesota state managers for Northwestern National Life, heard a summary of the 1939 record from President O. J. Arnold at their first agency meeting of the new year. D. W. Onan, president Minneapolis Civic & Commerce Association, spoke at the luncheon. Those in the agency taking part in the all-day session were Paul Dobson, million-

aire producer, Dana McCutchan, John Darling, Harold Seeler, Si Ryan, and John Martner, James E. Wharf, George H. Davis, and Irene Bennett of the agency service staff. Dr. Karl Anderson, assistant medical director, Carl A. Peterson, supervisor of agencies, and W. R. Jenkins, manager of sales research, also spoke. A. R. Hustad and Ray E. Habermann, associate managers, presided.